



Certified Generative Engine Optimization Specialist (CGEO)

Ten Sample Questions

These ten questions are written at the difficulty of the live exam. Six carry a figure, a data table, a configuration or a code listing; four are plain scenario questions, as on the live paper. Every one is a scenario a working generative engine optimization specialist would meet, and none of them appears in the live question bank.

The live exam is multistage adaptive: how you score on one stage selects the difficulty of the next, so no two candidates sit the same paper. It is a performance-based exam: each form can carry up to 5 to 12 performance-based questions alongside the multiple-choice questions, which means you build, sequence or complete something rather than only choosing from a list. Answers and full explanations follow each question here; the live exam does not disclose item-level answers.

Question 1

Domain 1: GEO Foundations

DATA

Emma Wilson reviews core GEO terms, with one meaning missing.

Term	Meaning
Answer engine	Writes direct answers
Citation	(to choose)
Surfacing	Content shown in answer
Grounding	Answer tied to sources

Table 1.1 GEO terms and meaning.

What does citation mean?

- ☐ A A paid ad slot
- ☐ B Credit to a source
- ☐ C A broken hyperlink
- ☐ D A keyword density score

Correct answer: B

A citation is the credit a generative engine gives to the source it drew an answer from, which is how a brand earns visibility in the response. A paid ad slot, a broken link, or a density score describe unrelated ideas rather than crediting a source.

Question 2

Domain 2: How Generative Engines Work

DATA

James Carter maps each engine stage to its role, with one role missing.

Stage	Role
Retrieval	Fetch candidate text
Ranking	(to choose)
Synthesis	Compose the answer
Citation	Attach the sources

Table 2.1 Engine stages and roles.

What does the ranking stage do?

- ☐ A Order by relevance
- ☐ B Compose the answer
- ☐ C Store user passwords
- ☐ D Fetch fresh web pages

Correct answer: A

Ranking orders the retrieved passages by how relevant they are before the engine composes an answer from the top ones. Composing the answer is synthesis, fetching pages is retrieval, and storing passwords is not part of answering at all.

Question 3

Domain 3: Content Strategy for GEO

CONFIG

Olivia Davis lists content tactics meant to help an engine pull a direct answer.

```
Answer first in 40 words
Add a clear question H2
Use short factual lines
Cite primary sources
Keep one idea per block
```

Listing 3.1 Content tactics for GEO.

Which tactic most helps an engine pull a direct answer?

- ☐ A Bury it in long prose
- ☐ B Remove all the headings
- ☐ C Hide the text via CSS

D Lead with the answer

Correct answer: D

Leading with a short, direct answer near the top gives the engine a clean passage it can lift and cite. Burying the point in long prose, stripping headings, or hiding text all make extraction harder rather than easier.

Question 4

Domain 4: Structured Data and Technical GEO

CONFIG

Liam Anderson reviews a JSON-LD snippet added to a help page.

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": {
    "@type": "Question",
    "name": "What is GEO?"
  }
}
```

Listing 4.1 A JSON-LD snippet.

Which schema type best marks up this question and answer block?

- A** BreadcrumbList
- B** VideoObject
- C** FAQPage
- D** LocalBusiness

Correct answer: C

FAQPage is the schema type that describes a page of questions and their answers, which helps an engine parse and cite the pairs. BreadcrumbList marks navigation, VideoObject marks media, and LocalBusiness marks a place, none of which fit a question and answer block.

Question 5

Domain 5: Measurement and Analytics

DATA

Ava Thompson maps each GEO metric to what it shows, with one meaning missing.

Metric	Shows
Citation share	(to choose)
Answer presence	Brand in the answer
Click referral	Visits from answers
Sentiment	Tone of a mention

Table 5.1 GEO metrics and meaning.

What does citation share show?

- ☐ A Server response time
- ☐ B Portion of cites won
- ☐ C Total monthly ad spend
- ☐ D Count of raw backlinks

Correct answer: B

Citation share is the portion of the citations in a set of answers that point to the brand, so it tracks how often the engine credits that source. Response time, ad spend, and raw backlink counts measure other things and do not reflect share of citations.

Question 6

Domain 6: Governance, Ethics and Brand Safety

CONFIG

David Brown lists governance guardrails set for the GEO programme.

```
Fact check every claim
Disclose sponsored posts
Log all published edits
Block unsafe contexts
Review claims for accuracy
```

Listing 6.1 Governance guardrails.

Which guardrail most directly stops an engine citing a false claim?

- ☐ A Fact check the claims
- ☐ B Add more brand keywords
- ☐ C Buy extra ad slots now
- ☐ D Shorten every page

Correct answer: A

Fact checking each claim before it is published keeps false statements out of the content an engine can retrieve and cite. Adding keywords, buying ad slots, or shortening pages does nothing to verify whether a claim is true.

Question 7

Domain 2: How Generative Engines Work

A brand wants its pages retrieved by an answer engine, but the pages load their content only after heavy client scripts run and the raw HTML is nearly empty. What most improves retrieval?

- ☐ A Add a few images
- ☐ B Block the crawler
- ☐ C Render on server
- ☐ D Use longer titles now

Correct answer: C

Rendering the content on the server puts the real text in the raw HTML, so a crawler that does not run scripts can still read and retrieve it. Blocking the crawler prevents retrieval entirely, while extra images or longer titles do not expose the hidden text.

Question 8

Domain 4: Structured Data and Technical SEO

An answer engine is not fetching a brand main content because the robots file disallows that engine agent while allowing the others. What is the sound first fix?

- ☐ A Delete all schema
- ☐ B Add more meta tags
- ☐ C Slow the whole site
- ☐ D Allow that agent

Correct answer: D

The block is in the robots rules, so allowing that engine agent lets it crawl and consider the content again. Removing schema, adding meta tags, or slowing the site leaves the disallow in place and does not restore access.

Question 9

Domain 3: Content Strategy for SEO

A page ranks well in classic search but is rarely quoted by answer engines because its key facts sit buried in long winding paragraphs. What content change best helps it get cited?

- ☐ A Add more paragraphs here
- ☐ B State facts plainly
- ☐ C Remove all the sources
- ☐ D Hide the page summary

Correct answer: B

Stating the key facts plainly in short, self-contained sentences gives an engine passages it can quote and attribute directly. Adding more paragraphs deepens the burial, removing sources weakens grounding, and hiding the summary removes an easy answer.

Question 10

Domain 6: Governance, Ethics and Brand Safety

A team is tempted to fill pages with fabricated statistics so the answer engine will quote impressive numbers about the brand. Why is this the wrong approach?

- ☐ A It misleads readers
- ☐ B It costs a bit extra
- ☐ C It slows the page load
- ☐ D It needs more tags now

Correct answer: A

Fabricated statistics mislead the readers who trust an engine answer and expose the brand to real reputational and legal harm once the numbers are checked. Cost, page speed, and tagging are minor practical concerns next to publishing claims that are simply false.

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