

FirmsFinder GEO — experiments.json

Fișier sursă	geo/experiments.json (repository aipath512/firmsfinder)
Commit sursă	7840a680e04a3b327ccdeb5dd5698c2ea1fc1293
SHA-256 (octeții fișierului JSON)	286016b94e27ce439d9dbab0b3ffc1ea406368ecbf046e59e5b7d7d3a1f69ff4
Dimensiune JSON	21323 octeți
Generat la	2026-10-14 08:52:43 (UTC+03:00, Europe/Bucharest)
Generat la (UTC)	2026-10-14 05:52:43 UTC
Generat de	Claude (asistent AI creat de Anthropic), Claude Sonnet 5.5; ora provine de la ceasul sesiunii
Versiune document	v1.0

Conținutul de mai jos este textul fișierului JSON, neschimbat; liniile lungi sunt rupte doar vizual, pentru afișare. Acest PDF este o redare a fișierului la commit-ul indicat. Nu este semnătură electronică calificată (eIDAS), nu este certificat și nu atestă că fișierul este valid sau implementat în runtime. Amprenta SHA-256 se referă la octeții fișierului JSON din repository, nu la acest PDF.

```
{
  "schema": "FIRMSFINDER_GEO_EXPERIMENTS",
  "version": "1.0.0",
  "generated_at": "2026-10-13",
  "status": "draft_no_experiments_executed",
  "publisher": "AiVenture S.R.L.",
  "website": "https://firmsfinder.eu/",
  "language": "ro-R0",
  "geo_signals": [
    "GE045",
    "GE046",
    "GE047",
    "GE048"
  ],
  "signal_definitions": {
    "GE045": "BEFORE: stabilirea situației inițiale, cu protocol fix",
    "GE046": "CHANGE: intervenție documentată și verificarea implementării",
    "GE047": "AFTER: repetarea măsurătorilor în condiții comparabile",
    "GE048": "CONTROL + analiză diferență-în-diferențe și limitări cauzale"
  },
  "purpose": "Registru de experimente GEO planificate; nu declară efecte, citări, îmbunătățiri sau deploy-uri reale.",
  "source_registry": {
    "reference_set": "/geo/reference-set.json",
    "observations": "/geo/observations.json",
    "claims": "/geo/claims.json",
    "evidence": "/geo/evidence.json",
    "knowledge_graph": "/geo/knowledge-graph.json",
    "scorecard": "/geo/scorecard.json"
  },
  "design": {
    "design_type": "controlled_before_after_quasi_experiment",
    "assignment_preference": "randomize matched page/topic clusters if feasible; otherwise report selection bias",
    "minimum_required": [
      "pre_registered_hypothesis",
      "primary_metric",
      "treatment_assignment",
      "holdout_assignment",
      "baseline_observations",
      "versioned_change",
      "deployment_verification",
      "after_observations",
      "quality_gate_review"
    ],
    "measurement_protocol": {
      "models": [
        "ChatGPT",
        "Claude",
        "Gemini",
        "Perplexity"
      ],
      "reference_questions_available": 30,
      "repetitions_per_question_model": 3,
      "baseline_full_panel_executions": 360,
      "before_after_use_same_prompt_ids": true,
      "before_after_use_same_model_settings_when_possible": true,
      "fresh_sessions_or_documented_context": true,
      "record_web_search_setting": true,
    }
  }
}
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    "human_review_required": true,
    "no_automatic_scoring_of_missing_data": true
  },
  "windows": {
    "before": "Setați o fereastră datată înainte de modificare",
    "after": "Setați o fereastră comparabilă după deploy și eventuală recrawl; documentați latența",
    "avoid_simultaneous_interventions": true,
    "document_search_indexing_delay": true
  },
  "analysis_method": {
    "name": "difference_in_differences",
    "formula": "(treatment_after - treatment_before) - (control_after - control_before)",
    "denominator_rule": "Use only eligible executed observations; report missing and not-applicable separately",
    "uncertainty": "Report variability across prompts, models, repetitions and dates; do not imply causality solely from a positive delta",
    "guardrails": [
      "No invented runtime evidence",
      "No unverified causal attribution",
      "No CAEN-to-product proof inference",
      "No claim that GEO guarantees AI citations"
    ]
  },
  "metric_definitions": {
    "brand_mention": "Proportion of eligible responses mentioning FirmsFinder, stratified branded/unbranded",
    "brand_recommendation": "Proportion of eligible responses recommending FirmsFinder",
    "citation_to_firmsfinder": "Proportion of eligible responses containing a verified citation link to firmsfinder.eu",
    "factual_accuracy": "Mean human-reviewed rubric score (0-2), with N/A excluded",
    "answer_relevance": "Mean human-reviewed rubric score (0-2), with N/A excluded",
    "source_quality": "Mean human-reviewed rubric score (0-2), with N/A excluded",
    "uncertainty_handling": "Mean human-reviewed rubric score (0-2), with N/A excluded",
    "unsupported_capability_claims": "Count and rate of unsupported functionality assertions",
    "caen_inference_errors": "Count and rate of unsupported CAEN-based inferences"
  }
},
"experiments": [
  {
    "id": "EXP-001",
    "title": "GEO On-Page: definiții și entități",
    "hypothesis": "Schimbarea propusă poate îmbunătăți indicatorul answer_relevance, comparativ cu pagini și întrebări de control, fără a reduce factual_accuracy.",
    "status": "planned_not_started",
    "change_type": "on_page",
    "unit_of_assignment": "page_topic_cluster",
    "unit_of_analysis": "reference_prompt_model_repetition",
    "reference_set_url": "/geo/reference-set.json",
    "observations_url": "/geo/observations.json",
    "candidate_reference_ids": [
      "REF-001",
      "REF-002",
      "REF-003",
      "REF-004",
      "REF-005",
      "REF-006",
      "REF-007",
      "REF-008",
      "REF-009",
      "REF-010",
      "REF-011",
      "REF-012",
      "REF-013",
      "REF-014",
      "REF-015",
      "REF-016",
      "REF-017",
      "REF-018",
      "REF-019",
      "REF-020",
      "REF-021",
      "REF-022",
      "REF-023",
      "REF-024",
      "REF-025",
      "REF-026",
      "REF-027",
      "REF-028",
      "REF-029",
      "REF-030"
    ],
    "selection_policy": "Selectați înainte de BEFORE subsetul relevant pentru intervenție; înghețați lista și criteriile. Nu atribuiți automat toate cele 30 de întrebări fiecărui experiment.",
    "primary_metric": "answer_relevance",
    "guardrail_metrics": [
      "factual_accuracy",
      "unsupported_capability_claims",
      "caen_inference_errors"
    ]
  }
]

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],
"treatment": {
  "description": "Publicarea definițiilor vizibile, referințelor către surse și a datelor structurate relevante pe paginile tratate.",
  "page_urls": [],
  "prompt_ids": [],
  "assignment_status": "not_assigned",
  "change_commit": null,
  "deployed_at": null,
  "change_manifest_sha256": null
},
"control": {
  "description": "Un grup de pagini comparabile rămâne fără schimbare pe durata testului.",
  "page_urls": [],
  "prompt_ids": [],
  "matching_variables": [
    "funnel_stage",
    "topic",
    "baseline_visibility",
    "page_type"
  ],
  "assignment_status": "not_assigned",
  "contamination_check": "not_run"
},
"before": {
  "window_start": null,
  "window_end": null,
  "observation_ids": [],
  "sample_size": null,
  "metric_value": null,
  "status": "not_measured"
},
"change": {
  "approved_by": null,
  "approved_at": null,
  "commit_sha": null,
  "deployment_url": null,
  "deployed_at": null,
  "verified_at": null,
  "status": "not_applied"
},
"after": {
  "window_start": null,
  "window_end": null,
  "observation_ids": [],
  "sample_size": null,
  "metric_value": null,
  "status": "not_measured"
},
"analysis": {
  "treatment_before": null,
  "treatment_after": null,
  "control_before": null,
  "control_after": null,
  "treatment_delta": null,
  "control_delta": null,
  "difference_in_differences": null,
  "confidence_interval": null,
  "uncertainty_notes": null,
  "causal_claim_allowed": false,
  "analysis_status": "not_computed"
},
"quality_gates": {
  "same_reference_prompt_versions": null,
  "same_models_and_interfaces": null,
  "comparable_time_windows": null,
  "control_unchanged": null,
  "observation_evidence_complete": null,
  "human_review_complete": null
},
"evidence": {
  "before_observation_ids": [],
  "after_observation_ids": [],
  "reviewer": null,
  "reviewed_at": null,
  "artifacts": []
},
"publication": {
  "approved": false,
  "approved_by": null,
  "approved_at": null,
  "safe_to_claim_improvement": false
}
},
{
  "id": "EXP-002",

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"title": "GEO citabilitate: fragmente și surse",
"hypothesis": "Schimbarea propusă poate îmbunătăți indicatorul citation_to_firmsfinder, comparativ cu pagini și întrebări de control, fără a reduce source_quality.",
"status": "planned_not_started",
"change_type": "citable_content",
"unit_of_assignment": "page_topic_cluster",
"unit_of_analysis": "reference_prompt_model_repetition",
"reference_set_url": "/geo/reference-set.json",
"observations_url": "/geo/observations.json",
"candidate_reference_ids": [
  "REF-001",
  "REF-002",
  "REF-003",
  "REF-004",
  "REF-005",
  "REF-006",
  "REF-007",
  "REF-008",
  "REF-009",
  "REF-010",
  "REF-011",
  "REF-012",
  "REF-013",
  "REF-014",
  "REF-015",
  "REF-016",
  "REF-017",
  "REF-018",
  "REF-019",
  "REF-020",
  "REF-021",
  "REF-022",
  "REF-023",
  "REF-024",
  "REF-025",
  "REF-026",
  "REF-027",
  "REF-028",
  "REF-029",
  "REF-030"
],
"selection_policy": "Selectați înainte de BEFORE subsetul relevant pentru intervenție; înghețați lista și criteriile. Nu atribuiți automat toate cele 30 de întrebări fiecărui experiment.",
"primary_metric": "citation_to_firmsfinder",
"guardrail_metrics": [
  "source_quality",
  "unsupported_capability_claims",
  "caen_inference_errors"
],
"treatment": {
  "description": "Publicarea unor fragmente cu răspuns direct, delimitări clare și linkuri către surse primare.",
  "page_urls": [],
  "prompt_ids": [],
  "assignment_status": "not_assigned",
  "change_commit": null,
  "deployed_at": null,
  "change_manifest_sha256": null
},
"control": {
  "description": "Fragmente și pagini comparabile neatinse.",
  "page_urls": [],
  "prompt_ids": [],
  "matching_variables": [
    "funnel_stage",
    "topic",
    "baseline_visibility",
    "page_type"
  ],
  "assignment_status": "not_assigned",
  "contamination_check": "not_run"
},
"before": {
  "window_start": null,
  "window_end": null,
  "observation_ids": [],
  "sample_size": null,
  "metric_value": null,
  "status": "not_measured"
},
"change": {
  "approved_by": null,
  "approved_at": null,
  "commit_sha": null,
  "deployment_url": null,
  "deployed_at": null,

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    "verified_at": null,
    "status": "not_applied"
  },
  "after": {
    "window_start": null,
    "window_end": null,
    "observation_ids": [],
    "sample_size": null,
    "metric_value": null,
    "status": "not_measured"
  },
  "analysis": {
    "treatment_before": null,
    "treatment_after": null,
    "control_before": null,
    "control_after": null,
    "treatment_delta": null,
    "control_delta": null,
    "difference_in_differences": null,
    "confidence_interval": null,
    "uncertainty_notes": null,
    "causal_claim_allowed": false,
    "analysis_status": "not_computed"
  },
  "quality_gates": {
    "same_reference_prompt_versions": null,
    "same_models_and_interfaces": null,
    "comparable_time_windows": null,
    "control_unchanged": null,
    "observation_evidence_complete": null,
    "human_review_complete": null
  },
  "evidence": {
    "before_observation_ids": [],
    "after_observation_ids": [],
    "reviewer": null,
    "reviewed_at": null,
    "artifacts": []
  },
  "publication": {
    "approved": false,
    "approved_by": null,
    "approved_at": null,
    "safe_to_claim_improvement": false
  }
},
{
  "id": "EXP-003",
  "title": "GEO terminologie CAEN și ERE",
  "hypothesis": "Schimbarea propusă poate îmbunătăți indicatorul factual_accuracy, comparativ cu pagini și întrebări de control, fără a reduce uncertainty_handling.",
  "status": "planned_not_started",
  "change_type": "semantic_clarity",
  "unit_of_assignment": "page_topic_cluster",
  "unit_of_analysis": "reference_prompt_model_repetition",
  "reference_set_url": "/geo/reference-set.json",
  "observations_url": "/geo/observations.json",
  "candidate_reference_ids": [
    "REF-001",
    "REF-002",
    "REF-003",
    "REF-004",
    "REF-005",
    "REF-006",
    "REF-007",
    "REF-008",
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    "REF-021",
    "REF-022",
    "REF-023",
    "REF-024",
    "REF-025",
    "REF-026",
    "REF-027",
    "REF-028",
  ]
}

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    "REF-029",
    "REF-030"
  ],
  "selection_policy": "Selectați înainte de BEFORE subsetul relevant pentru intervenție; înghețați lista și criteriile. Nu atribuiți automat toate cele 30 de întrebări fiecărui experiment.",
  "primary_metric": "factual_accuracy",
  "guardrail_metrics": [
    "uncertainty_handling",
    "unsupported_capability_claims",
    "caen_inference_errors"
  ],
  "treatment": {
    "description": "Clarificarea publică a conceptelor CAEN, produs, ofertă, client potențial și relații ERE.",
    "page_urls": [],
    "prompt_ids": [],
    "assignment_status": "not_assigned",
    "change_commit": null,
    "deployed_at": null,
    "change_manifest_sha256": null
  },
  "control": {
    "description": "Pagini comparabile fără noile clarificări.",
    "page_urls": [],
    "prompt_ids": [],
    "matching_variables": [
      "funnel_stage",
      "topic",
      "baseline_visibility",
      "page_type"
    ],
    "assignment_status": "not_assigned",
    "contamination_check": "not_run"
  },
  "before": {
    "window_start": null,
    "window_end": null,
    "observation_ids": [],
    "sample_size": null,
    "metric_value": null,
    "status": "not_measured"
  },
  "change": {
    "approved_by": null,
    "approved_at": null,
    "commit_sha": null,
    "deployment_url": null,
    "deployed_at": null,
    "verified_at": null,
    "status": "not_applied"
  },
  "after": {
    "window_start": null,
    "window_end": null,
    "observation_ids": [],
    "sample_size": null,
    "metric_value": null,
    "status": "not_measured"
  },
  "analysis": {
    "treatment_before": null,
    "treatment_after": null,
    "control_before": null,
    "control_after": null,
    "treatment_delta": null,
    "control_delta": null,
    "difference_in_differences": null,
    "confidence_interval": null,
    "uncertainty_notes": null,
    "causal_claim_allowed": false,
    "analysis_status": "not_computed"
  },
  "quality_gates": {
    "same_reference_prompt_versions": null,
    "same_models_and_interfaces": null,
    "comparable_time_windows": null,
    "control_unchanged": null,
    "observation_evidence_complete": null,
    "human_review_complete": null
  },
  "evidence": {
    "before_observation_ids": [],
    "after_observation_ids": [],
    "reviewer": null,
    "reviewed_at": null,
    "artifacts": []
  },

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"publication": {
  "approved": false,
  "approved_by": null,
  "approved_at": null,
  "safe_to_claim_improvement": false
},
},
{
  "id": "EXP-004",
  "title": "GEO descoperire fără brand",
  "hypothesis": "Schimbarea propusă poate îmbunătăți indicatorul brand_mention, comparativ cu pagini și întrebări de control, fără a reduce brand_recommendation.",
  "status": "planned_not_started",
  "change_type": "unbranded_discovery",
  "unit_of_assignment": "page_topic_cluster",
  "unit_of_analysis": "reference_prompt_model_repetition",
  "reference_set_url": "/geo/reference-set.json",
  "observations_url": "/geo/observations.json",
  "candidate_reference_ids": [
    "REF-001",
    "REF-002",
    "REF-003",
    "REF-004",
    "REF-005",
    "REF-006",
    "REF-007",
    "REF-008",
    "REF-009",
    "REF-010",
    "REF-011",
    "REF-012",
    "REF-013",
    "REF-014",
    "REF-015",
    "REF-016",
    "REF-017",
    "REF-018",
    "REF-019",
    "REF-020",
    "REF-021",
    "REF-022",
    "REF-023",
    "REF-024",
    "REF-025",
    "REF-026",
    "REF-027",
    "REF-028",
    "REF-029",
    "REF-030"
  ],
  "selection_policy": "Selectați înainte de BEFORE subsetul relevant pentru intervenție; înghețați lista și criteriile. Nu atribuiți automat toate cele 30 de întrebări fiecărui experiment.",
  "primary_metric": "brand_mention",
  "guardrail_metrics": [
    "brand_recommendation",
    "unsupported_capability_claims",
    "caen_inference_errors"
  ],
  "treatment": {
    "description": "Îmbunătățirea conținutului pentru întrebări nebranduite și legăturilor interne către pagini relevante.",
    "page_urls": [],
    "prompt_ids": [],
    "assignment_status": "not_assigned",
    "change_commit": null,
    "deployed_at": null,
    "change_manifest_sha256": null
  },
  "control": {
    "description": "Pagini/teme similare neoptimizate în aceeași perioadă.",
    "page_urls": [],
    "prompt_ids": [],
    "matching_variables": [
      "funnel_stage",
      "topic",
      "baseline_visibility",
      "page_type"
    ],
    "assignment_status": "not_assigned",
    "contamination_check": "not_run"
  },
  "before": {
    "window_start": null,
    "window_end": null,
    "observation_ids": [],
    "sample_size": null,

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    "metric_value": null,
    "status": "not_measured"
  },
  "change": {
    "approved_by": null,
    "approved_at": null,
    "commit_sha": null,
    "deployment_url": null,
    "deployed_at": null,
    "verified_at": null,
    "status": "not_applied"
  },
  "after": {
    "window_start": null,
    "window_end": null,
    "observation_ids": [],
    "sample_size": null,
    "metric_value": null,
    "status": "not_measured"
  },
  "analysis": {
    "treatment_before": null,
    "treatment_after": null,
    "control_before": null,
    "control_after": null,
    "treatment_delta": null,
    "control_delta": null,
    "difference_in_differences": null,
    "confidence_interval": null,
    "uncertainty_notes": null,
    "causal_claim_allowed": false,
    "analysis_status": "not_computed"
  },
  "quality_gates": {
    "same_reference_prompt_versions": null,
    "same_models_and_interfaces": null,
    "comparable_time_windows": null,
    "control_unchanged": null,
    "observation_evidence_complete": null,
    "human_review_complete": null
  },
  "evidence": {
    "before_observation_ids": [],
    "after_observation_ids": [],
    "reviewer": null,
    "reviewed_at": null,
    "artifacts": []
  },
  "publication": {
    "approved": false,
    "approved_by": null,
    "approved_at": null,
    "safe_to_claim_improvement": false
  }
}
},
"observation_link_schema": {
  "experiment_id": "EXP-001",
  "phase": "before_or_after",
  "arm": "treatment_or_control",
  "reference_id": "REF-001",
  "observation_id": null,
  "model_name": null,
  "repetition_number": null,
  "captured_at": null
},
"acceptance_rules": [
  "No experiment can be marked completed without BEFORE and AFTER observations for treatment and control",
  "No numeric effect may be published while a required input is null",
  "A deploy commit is not proof of runtime correctness",
  "Primary metric and treatment/control assignment must be frozen before AFTER",
  "Report confounders and index latency",
  "Do not infer business revenue from AI mentions or citations"
],
"verification": {
  "json_syntax": "validated_locally",
  "reference_set_links": "validated_locally",
  "observations_registry_schema": "inspected_locally",
  "experiment_runtime": "not_performed",
  "live_deployment": "not_verified",
  "causal_effect": "not_measured"
},
"summary": {
  "experiments_planned": 4,
  "experiments_started": 0,
  "experiments_completed": 0,

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"verified_effects": 0,  
"reference_prompts_available": 30,  
"baseline_full_panel_executions": 360,  
"observations_currently_recorded": 0  
}  
}
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