Generative Engine Optimization (GEO) Checklist

1. Positioning

☐ Ensure your messaging is clear, concise, and consistent across all channels

☐ Showcase your brand, products, and expertise so AI can recognize and cite them

☐ Emphasize your core value proposition to reinforce differentiation in both owned content and third-party references

2. Content & Explainability

☐ Develop content that answers common buyers' and industry questions directly

☐ Structure the information for clarity and easy AI summarization

☐ Use factual and simple language, and avoid hype or unverified claims

3. Authority & Trust

☐ Support all claims with expert authorship and credible, verifiable sources

☐ Reinforce expertise and consistency with third-party mentions and media coverage

☐ Verify that your positions align with the broadly accepted industry understanding

4. Technical & AI Accessibility

☐ Ensure that your Search Engine Optimization (SEO) is well-optimized

☐ Make sure content is crawlable by major AI bots (GPTBot, ClaudeBot, PerplexityBot, etc.)

☐ Build pages logically structured with Schema markup (Schema.org)

☐ Optimize page performance without blocking AI crawlers

5. Monitoring & Oversight

☐ Review regularly how your brand appears in AI-generated answers

☐ Identify visible content clusters and augment with GEO as an ongoing process

☐ Update and correct any outdated, inaccurate or inconsistent information

For further information,
check our **GEO services** or request a **free SEO/GEO audit**.