THE GEO READINESS CHECKLIST



Generative Engine Optimization only works when SEO does. Here's how to check if your campaign is built for both search engines and AI summaries.

EXISTING SEO CAMPAIGN HEALTH CRITERIA

Clear Topical Authority

- The website already has multiple pages focused on a single niche or subject area.
- The website already demonstrates depth of knowledge across relevant subtopics.
- The website has internal linking between related content that exists and is logical.

Informational Content That Answers Questions

- QuestionsPages already address common user questions clearly and directly.
- · Content includes featured snippet-friendly formats like
 - Bullet points
 - Numbered lists
 - FAQs
 - · Step-by-step instructions
- · Language is simple, concise, and fact-based easily understood by AI.

Schema Markup Implementation

- Relevant schema is already present (e.g., FAQPage, Article, LocalBusiness, HowTo).
- Pages with structured data match the visible content.
- No conflicting or missing schema errors in testing tools

Original, Human-Friendly Content

- · Content is written for users first, not just for search engines.
- $\hbox{\bf \cdot} \ {\sf Avoids} \ {\sf AI-generated} \ {\sf fluff} \ {\sf or} \ {\sf keyword\text{-}stuffing}.$
- Demonstrates E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness).

Strong Page Titles and Headers

- H1 and subheadings (H2, H3) are clear, descriptive, and question-oriented where appropriate.
- Meta titles reflect the intent of the page in natural language.

Content Depth and Clarity

- \bullet Articles provide comprehensive but digestible coverage of a topic.
- Pages avoid vague generalizations and instead include:
 - Examples
 - Comparisons
 - Specific use cases
 - · Author opinions or experiences (if relevant)

Published Author/Entity Information

- Each content page includes author bylines or information about thebusiness/entity.
- About page or author bio builds credibility and trust.

Low Content Redundancy

- Pages are not duplicating the same answers across multiple URLs.
- Each page has a unique focus or question it aims to answer.

Basic Backlink Foundation

- Website has some level of backlink authority or brand mentions even if minimal.
- \bullet Preferably cited by relevant, topic-adjacent sources.

READINESS SCORE

0	GEO Ready
0	Almost Ready for GEC
\bigcirc	Not Ready for GEO

AUDIT NOTES FOR TEAM

WHAT IS GENERATIVE ENGINE OPTIMIZATION?

Generative Engine Optimization (GEO) is the process of optimizing your content to appear in Al-generated search responses across platforms like ChatGPT, Google's SGE, and Perplexity. Unlike traditional SEO, GEO focuses on structured, authoritative, and conversational content designed to feed directly into Al summaries, featured answers, and voice assistants—helping your brand show up where modern users are now searching.