

GEO Adoption Checklist

- Focus on creating citation-worthy, authoritative content using trusted statistics and expert insights.
- Ensure your writing flows naturally, making it easily synthesized by large language models (LLMs).
- Use a mix of bullet points for clarity and rich narrative for context and depth.
- Back claims with robust data and clear attributions to boost your content's chances of being quoted.
- Write as if preparing high-quality contributor notes — prioritize clarity, value, and semantic richness.
- Structure paragraphs for ease of parsing by AI, not just by human readers (e.g., one idea per paragraph, avoid excess jargon).
- Track metrics such as AI snippet visibility, brand mentions in AI-generated answers, and zero-click impressions.
- Adapt content regularly to reflect updates in AI models and generative search interfaces.