

End-to-End GEO Enablement Checklist

This checklist outlines all the core GEO capabilities you will receive, including diagnostic tools, insight dashboards, technical GEO requirements, and implementation assets. It gives you a complete view of everything enabled as part of your GEO optimization setup.

1. Diagnostics Checklist

1.1 Site Audit

- Website structure checked for AI-readiness
- Crawlability issues identified
- Content gaps flagged
- Broken links detected
- Technical optimization issues documented

1.2 DNS Check

- Domain configuration verified
- DNS misconfigurations identified
- AI indexing compatibility validated

1.3 Security Check

- SSL certificates validated
- Security vulnerabilities detected
- Compliance and encryption standards reviewed

2. Insights Checklist

2.1 Citations

- All brand mentions across the web identified
- High-authority citations documented
- Missing citation opportunities flagged

2.2 Visibility

- Frequency of brand appearance in AI responses measured
- Historical trends evaluated
- Visibility drop-offs detected

2.3 Share of Voice

- Brand prominence benchmarked against competitors
- Category leadership measured
- Market gaps identified

2.4 Sentiment

- Tone of AI-generated brand mentions analyzed
- Positive/neutral/negative breakdown reported
- Reputation risks flagged

2.5 Prompt Analysis

- Prompts where brand appears identified
- Prompts where brand is missing documented
- High-value prompts mapped to opportunities

3. Recommendations Checklist

- Receive automated GEO improvement suggestions
- Prioritized action items reviewed
- Recommended fixes aligned to diagnostics & insights
- Implementation roadmap drafted

4. Recommendations Checklist

4.1 GEO Contract Endpoints

- `/.well-known/ai.txt` implemented
- `/ai/summary.json` implemented
- `/ai/faq.json` implemented
- `/ai/service.json` implemented
- `/sitemap-llm.xml` created
- `/robots.txt` aligned for LLM crawling

4.2 LLM Sitemap

- LLM-optimized sitemap structure created
- All AI-relevant URLs included
- Last Modified timestamps validated

4.3 ai.txt

- AI crawler permissions defined
- Allowed/disallowed endpoints specified
- Syntax validated for AI compliance

4.4 Structured JSON Files

- Summary JSON written < 800 characters
- FAQ JSON structured with valid schema
- Services JSON listing capabilities created
- JSON schemas validated

4.5 Validator Tool

- Site checked via GEO Validator
- Failed checks documented
- Fixes queued for implementation

4.6 Developer Checklists

- GEO developer checklist followed
- All required metadata implemented
- All headers, caching rules, content types validated

4.7 Framework Implementations

- Implementation aligned with client's framework (Next.js / React / Vue / Angular)
- Endpoint routing confirmed
- Schema and JSON auto-generation scripts deployed (if applicable)

4.8 Case Studies

- Relevant GEO case studies reviewed
- Best-practice patterns applied
- Benchmarking insights included in planning