

GEO Action Plan for Small Business

Twelve actions to get cited by AI. Ordered by priority, with realistic time per task.

HIGH PRIORITY — START HERE

- 1 Set up Bing Webmaster Tools**

ChatGPT search uses Bing index. Without this, ChatGPT cannot find you.

TECHNICAL · 5 min

- 2 Unblock AI crawlers in robots.txt**

Check `yoursite.com/robots.txt` for GPTBot, ClaudeBot, PerplexityBot blocks.

TECHNICAL · 10 min

- 3 Run your 10-question baseline**

Use the Baseline Worksheet. Know where you stand before optimizing.

MEASUREMENT · 30 min

- 4 Add author name, photo, bio to key pages**

AI engines weigh authorship heavily. Real face, real name, real bio.

CONTENT · 1-2 hours

- 5 Add visible publication and last-updated dates**

Stamp every important page. AI engines treat undated pages as stale.

CONTENT · 30 min

- 6 Front-load answers in first 1-2 sentences**

On your most important pages, rewrite intros to answer the question directly.

CONTENT · 2-3 hours

MEDIUM PRIORITY — WEEK 2-3

- 7 Add FAQ and HowTo schema to key pages**

Structured data helps AI parse your content. Validate after adding.

TECHNICAL · 2-3 hours

- 8 Cite your sources for every statistic**

AI prefers sources that cite sources. Link to original studies.

CONTENT · Ongoing

- 9 Audit how AI describes your business**

Ask ChatGPT and Perplexity: "What is [your business]?". Note errors.

MEASUREMENT · 20 min

LONG-TERM — COMPOUNDS OVER MONTHS

- 10 Write "best X for Y" and "X vs Y" pages**

AI cites pages that help users choose, not just explain.

CONTENT · 3-6 months

- 11 Earn mentions on G2, Capterra, niche directories**

AI reads what other sites say about you. Get listed where it matters.

OFF-SITE · 2-4 months

- 12 Participate in relevant subreddits and forums**

Genuine answers in your niche. No spam. Your name comes up naturally.

OFF-SITE · Ongoing

COMMON MISTAKES THAT CANCEL ALL THE ABOVE

- Content that lives only in JavaScript - AI crawlers cannot see it
- Buying AI tracking tools when you have zero visibility yet
- Tracking only branded prompts (your own business name)
- Updating the website but leaving stale LinkedIn, Crunchbase or G2 profiles