

# GEO Baseline Worksheet

Ten questions. Three AI engines. Track where you stand before optimizing anything.

## HOW TO USE THIS WORKSHEET

1. Write 10 questions your customers would type into ChatGPT before buying from you.
2. Open ChatGPT, Perplexity and Google AI Mode. Ask each question.
3. Mark whether you are mentioned, recommended, and which competitors appear.
4. Save this sheet. Re-run the same 10 questions in 2-3 months. Compare.

### WHERE TO FIND YOUR 10 QUESTIONS

- Read your last 30 customer emails. What did they ask before buying?
- Read your reviews. What do people say you helped them with?
- Type your category and city into Google. Look at autocomplete suggestions.

QUESTION	ENGINE	MENT?	REC?	COMPETITORS
1 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
2 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
3 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
4 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
5 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
6 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
7 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
8 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
9 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
10 _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

*Tip: focus on non-branded questions. Typing your own business name only confirms ChatGPT can spell it.*

Date completed: \_\_\_\_\_ Next re-run: \_\_\_\_\_