



## GEO Checklist

Start taking steps to ensure your brand is seen and cited in AI-generated search results.

### STEP 1

#### Audit of Your Brand's AI Readiness

- Regularly ask questions about your brand, products, or services in various AI chatbots (e.g., ChatGPT, Gemini, Perplexity, Copilot) to see how you are referenced and what information is shared
- Identify which important audience questions your site content does not yet answer
- Track how competitors appear in AI-generated responses and look for topics, formats, or sources where they're cited but you are not

### STEP 2

#### Content & Topic Strategy

- Research and map your audience's common questions and search intents
- Create or update "answer-ready" content: FAQs, how-to guides, Q&As, definitions, and comparison articles
- Update outdated content for relevance and accuracy
- Develop and Implement a Consistent Content Update Calendar
- Refine titles, headers, and structure to provide direct, clear answers
- Collect and feature client testimonials, case studies, and third-party reviews to boost credibility and increase the likelihood of being cited by LLMs
- Highlight thought leadership, expert interviews, and original research to position your brand as a trusted, authoritative voice
- Pursue guest blogging, podcast appearances, interviews, and mentions on reputable industry websites to broaden your digital footprint
- Monitor and address negative reviews, misinformation, or inaccurate citations across the web that could influence AI-generated perceptions of your brand

*Note: Feel free to tackle these steps in whatever order works best for you. If you ever need expert guidance or want a personalized quote, our friendly Rapid Fire Web Studio team is here to help. Just reach out at [info@rapidfireweb.com](mailto:info@rapidfireweb.com).*



**STEP 3**

## Technical Optimization

- Align your site's metadata (title tags, meta descriptions) with target questions
- Ensure your website is accessible to both humans and AI crawlers (check robots.txt and accessibility standards)

**STEP 4**

## Existing Website Content Enrichment

- Make content scannable by breaking up text with headings and bullet points
- Add charts, tables, original images, or video content to enhance engagement and clarity
- Regularly review and optimize page layouts for both user readability and AI parsing

**STEP 5**

## Monitoring & Metrics

- Set up Google Alerts or social monitoring tools to track mentions of your brand in AI-generated answers and across digital platforms
- Monitor site analytics for traffic sources, engagement, and trends related to AI search
- Track progress by documenting AI citations and mention growth over time

**STEP 6**

## Building Brand Awareness

- Audit your brand's presence on key social media channels and industry platforms
- Strengthen digital PR efforts and seek authoritative backlinks to your site
- Ensure business information (name, address, industry) is consistent across the web
- Maintain a unified, professional image across all platforms and touchpoints

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