

GEO Readiness Audit Checklist

Brand Fundamentals

- ☐ Business name, website URL, and key services clearly listed on homepage
- ☐ Unique Value Proposition (UVP) is clear within 5 seconds of landing
- ☐ Updated 'About Us' page with founder/team story, mission, and credibility signals
- ☐ Consistent branding (logo, colors, voice) across web, social, and listings

Structured SEO & Web Essentials

- ☐ Meta titles, descriptions, H1s, and schema markup implemented
- ☐ Google Business Profile is claimed, optimized, and accurate
- ☐ Website has alt-text on all images and clean mobile-friendly design
- ☐ Website has a sitemap and robots.txt file properly configured
- ☐ Fast page load speeds and secure HTTPS protocol

Content That Answers

- ☐ Create FAQ pages that answer common buyer and industry questions
- ☐ Blog articles that explain your products/services and how they help
- ☐ Customer case studies or testimonials published and crawlable
- ☐ Video, audio, or interactive content to improve engagement and AI-scraping
- ☐ Provide clear, AI-digestible summaries on core service pages

AI + Knowledge Engine Inclusion

- ☐ Brand listed on major directories (Google, Bing, Apple Maps, Yelp, etc.)
- ☐ Brand present on platforms AI pulls from: Wikipedia (if notable), Crunchbase, LinkedIn, G2, etc.
- ☐ JSON-LD structured data used for key facts (location, services, people, etc.)
- ☐ Create a 'knowledge graph' style bio for your business (Who, What, Where, Why)
- ☐ Make sure brand mentions and citations are consistent across the web

Visibility + Mentions

- ☐ At least 35 media mentions or backlinks from reputable sources
- ☐ Publish thought leadership on LinkedIn, Medium, or relevant industry sites
- ☐ Get reviews (and respond!) on Google, Facebook, and niche directories

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- ☐ Brand name appears in forums, communities, or public Q&A platforms
- ☐ Partner or be featured on podcasts, guest blogs, webinars

Conversational & Voice Search Optimization

- ☐ Pages written in natural language that answer specific queries
- ☐ Use of long-tail keywords and question-based headings
- ☐ Business hours, services, and contact info are voice-search friendly
- ☐ Use ChatGPT to test how your business is found or referenced
- ☐ Submit and monitor presence in AI tools like Perplexity, ChatGPT, Claude, etc.