

GEO Readiness Checklist

Is your site ready to be cited by AI search engines?

Tools like ChatGPT, Claude, Perplexity, and Google AI Overviews increasingly answer questions without sending a click. Getting named in those answers is a different job from ranking in blue links. Work through these twelve points to see how ready your site is to be cited.

- ☐ **01 Structured data in place.** Add Schema.org JSON-LD for your organization, products, and FAQs so engines read your pages as facts, not guesses.
- ☐ **02 One clear entity.** Use the same business name, description, and links everywhere so engines resolve you to a single, confident entity.
- ☐ **03 An llms.txt file at your root.** Publish a plain-language file at /llms.txt that tells AI crawlers who you are and which pages matter.
- ☐ **04 Answer-shaped content.** Write real questions and direct answers. Engines lift clean question-and-answer blocks far more readily than marketing prose.
- ☐ **05 Specific, checkable claims.** Name numbers, dates, and places. Vague copy does not get quoted; concrete facts do.
- ☐ **06 Clean crawlability.** Keep key content in HTML rather than locked behind JavaScript, and let reputable AI crawlers through in robots.txt.
- ☐ **07 Pages worth citing.** Publish original guides, definitions, or data that others reference. Citations are earned by being the source.
- ☐ **08 Visible expertise.** Show named authors, credentials, and a real about page. Engines weigh who stands behind the claims.
- ☐ **09 Fresh and dated.** Show a last-updated date and keep facts current. Stale pages lose to recent ones.
- ☐ **10 Consistent name, address, phone.** Match your contact details exactly across your site, your profiles, and every directory.
- ☐ **11 Fast and clean on mobile.** Slow or cluttered pages get skipped. Pass Core Web Vitals and render well on a phone.
- ☐ **12 Mentioned where AI looks.** Earn entries and mentions in the sources engines trust, from Wikipedia and Wikidata to respected industry directories.

Scored low? That is the work, and it is what we do. Amador Marketing Services builds this into sites every day. Start a conversation at amadormarketing.com.