



THE ULTIMATE GENERATIVE ENGINE OPTIMIZATION (GEO) CHECKLIST

Future-Proof Your Content for AI-Driven Search

Implementation Roadmap

- Step 1:** Identify top 10–20 high-traffic pages
- Step 2:** Update schema markup and FAQ sections
- Step 3:** Implement LLMS.txt and test AI visibility – *test by prompting ChatGPT, Perplexity, or Google SGE to summarize your site.*
- Step 4:** Track AI chat platform referrals in analytics

Recognize the Shift from SEO to GEO

Definition: Generative Engine Optimization is the practice of optimizing content for AI-driven search and answer engines, ensuring higher visibility in AI-powered results.

- AI platforms prioritize content differently than search engines, affecting discoverability.
- As AI-driven search grows, expect shifts in organic traffic.
- Track AI platforms for brand mentions using AI brand management tools like Revere-AI.

Content Creation Fundamentals

1. ENSURE UNIQUE + MEANINGFUL PAGE TITLES

- ☐ A page title, defined by the HTML <title> tag, is the text displayed on search engine results pages and browser tabs.
- ☐ **Purpose:** Clearly identifies the topic or purpose of the webpage for both users and AI-driven search platforms.
- ☐ **Best Practice:** Each page should have a unique title that succinctly summarizes content value without duplicating exact wording from the page body.

2. CREATE IN-DEPTH, COMPREHENSIVE CONTENT

- ☐ Aim for articles exceeding 1,500 words for thorough topic coverage
- ☐ Cover all relevant angles and perspectives of your topic
- ☐ Use real case studies and practical examples
- ☐ Define technical terms upfront for clarity
- ☐ Provide concrete examples for each section (e.g., cloud computing example)
- ☐ Create content that answers “**why**” questions, not just “what” and “how”

3. WRITE IN A CONVERSATIONAL, AUTHORITATIVE TONE

- ☐ Use natural language—avoid corporate jargon
- ☐ Structure content around questions people naturally ask
- ☐ Use strong action verbs (e.g., “use” instead of “utilize”)
- ☐ Support authoritative claims with evidence and sources
- ☐ Include first-person experiences when relevant

Content Structure and Presentation

4. OPTIMIZE CONTENT STRUCTURE FOR AI READABILITY

- ☐ Use descriptive, keyword-rich subheadings to guide both readers and AI
- ☐ Break up long paragraphs into shorter, digestible sections (3-4 sentences max)
- ☐ Maintain consistent formatting throughout
- ☐ Create a logical content hierarchy with clear H1, H2, H3, etc.

5. BALANCE KEYWORDS AND NATURAL LANGUAGE

- ☐ Naturally integrate primary and semantic keywords
- ☐ Focus on topic coverage rather than keyword density
- ☐ Include related terminology that AI models might associate with your topic

FAQ & Schema Optimization

6. DEVELOP FAQ SECTIONS (ON-PAGE AND FAQ SCHEMA MARKUP)

Definition: On-Page FAQs engage users; FAQ Schema improves search performance.

On-Page FAQs (User-Facing Content)

- ☐ Identify common sales questions using ChatGPT or Copilot
- ☐ Provide **concise 2-5 sentence answers** that directly address customer concerns
- ☐ Use a clear, structured format (e.g., **Q&A sections**) Example at bottom of page.
- ☐ Create dedicated FAQ pages for complex topics, including common misconceptions
- ☐ Regularly update FAQs based on new customer questions and search trends

Guidelines for On-Page FAQ Count

PAGE WORD COUNT	ON-PAGE FAQs	FAQ SCHEMA
< 500 WORDS	2-3 FAQs	3-5 FAQs
500-1,000 WORDS	3-5 FAQs	5-8 FAQs
1,000-2,000 WORDS	5-7 FAQs	8-12 FAQs
2,000+ WORDS	7-10 FAQs	12-15 FAQs

FAQ Schema Markup (SEO Optimization & Implementation)

- ☐ Use our **FAQ Schema tool** to generate structured data markup efficiently
- ☐ Apply schema to relevant pages (e.g., blogs, product, service, support)
- ☐ Optimize schema content by:
 - Keeping answers **concise and directly relevant** to search queries
 - Avoiding **overstuffed or promotional content**
- ☐ Monitor performance via Google Search Console
- ☐ Use **“Definition:” headers** for AI models to extract terms
- ☐ Include **“Summary:” sections** at the end of complex topics

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7. STRATEGIC CROSS-LINKING

- ☐ Create topic clusters and pillar pages to enhance AI comprehension, Include links to cornerstone pages in every new post to maintain topical authority clusters.
- ☐ Use descriptive anchor text and related article sections for better content context
- ☐ Align site taxonomy with how AI models interpret your industry

8. OPTIMIZE FOR VOICE & CONVERSATIONAL AI

- ☐ Structure content to answer questions directly with long-tail phrases
- ☐ Implement structured data and ensure mobile-friendly design for voice search
- ☐ Test content with voice assistants for accurate interpretation- *Ask Alexa, Siri, and Google Assistant common user questions to ensure your content is surfaced and interpreted correctly*

Authority Building

9. ENHANCE CONTENT CREDIBILITY

- ☐ Include original research when possible, including citations
- ☐ Clearly state relevant qualifications in author bios
- ☐ Include expert quotes and credible citations
- ☐ Support claims with recent statistics
- ☐ Leverage social media platforms to extend content reach
- ☐ Include "Last Updated" dates on all content
- ☐ Cite original sources directly rather than secondary sources

Journey-Specific Content

10. TAILOR CONTENT TO USER JOURNEY STAGES

- ☐ Develop clear awareness-stage content (**What is it?**)
- ☐ Build consideration-stage materials (**How does it compare?**)
- ☐ Provide decision-stage resources (**How to implement?**)
- ☐ Address specific objections at each journey stage

Content Formats and Diversity

11. INCORPORATE DIVERSE CONTENT FORMATS

- ☐ Use **text, videos, images** to match different user preferences
- ☐ Ensure **each format reinforces key messages** and is optimized for **AI comprehension**
- ☐ Add **alt text, descriptions, and transcripts** for accessibility and search indexing
- ☐ Optimize videos with **titles, tags, thumbnails, schema, and sitemaps**

12. BALANCE AI TOOLS WITH HUMAN EXPERTISE

- ☐ Use AI for **research and ideation**, but ensure content reflects **human expertise**
- ☐ Add uniquely human elements like personal anecdotes, opinions, and creative analogies

13. IMPLEMENT AN LLMS.TXT FILE

Definition: LLMS.txt is proposed as a file standard (similar to robots.txt) that provides guidance to AI language models (ChatGPT, Perplexity, Google SGE) about how to interpret and use website content.

Example: <https://totheweb.com/llms.txt>, <https://llmstxt.org/llms.txt>

Best Practices for LLMS.txt Creation:

- ☐ **Keep it Simple** – Use clear, concise language with a structured Markdown format
- ☐ **Provide a Summary** – Start with a short description of your website's purpose
- ☐ **List Key Sections** – Include important site areas (e.g., Services, Blog, Documentation) with brief descriptions
- ☐ **Use Descriptive Links** – Link to main pages, not every post, and describe their relevance
- ☐ **Ensure AI Readability** – Use plain text (avoid fancy formatting), and straight quotes ('or') instead of curly ones, and check for encoding issues
- ☐ **Update Regularly** – Review and refine as your website evolves to maintain AI accuracy
- ☐ **Placed in your website's root directory**, it controls AI-driven visibility and optimizes AI-assisted discovery.

Prompt to Generate Your LLMS.txt File:

"Generate an LLMS.txt file for <insert URL> that serves as a guideline for AI models. Structure the file to provide metadata that improves AI comprehension and categorization of the content."