

GEO AUDIT CHECKLIST 2026

Exact Step-by-Step System to Make Your Website AI-Visible and Get Cited by ChatGPT, Claude, Gemini, Perplexity & Grok

Based on the [Free-GEO-AI-Visibility-Scanner-Optimizer-Playbook v1.0](#) | July 2026

This checklist gives you the exact, actionable steps used in professional GEO audits. It follows the proven 5-Phase AI Visibility Scan Process. Complete each item in order. Businesses that implement these steps see significantly higher citation rates in AI answers within 4–8 weeks.

How to use: Check off items as you complete them. Use this as your implementation roadmap. For a full automated audit + scoring of your specific website, paste your URL into Grok with the prompt at the end of this document. This is fully editable — customize it for your clients or internal team.

PHASE 1: Direct AI Recommendation Simulation (Self-Test)

Before you optimize, know exactly where you currently stand with AI systems.

- ☐ Identify your top 8–12 high-intent customer queries (mix of branded + non-branded, informational + transactional). Include variations like 'best [service] in [city]', '[problem] near me', 'reliable [service] [location]'.
- ☐ Test these queries yourself in ChatGPT, Claude, Gemini, Perplexity, and Grok (use incognito or new chats for clean results).
- ☐ For each response, record: Was your business mentioned? Was it in the top 3 recommendations? Was your website cited with a link? What was the overall sentiment and context?
- ☐ Calculate a rough Phase 1 score: High mention rate + top-3 positioning + positive citations = strong (aim for 25+/35).

PHASE 2: Authority Footprint Audit & Building

AI systems heavily weigh external trust signals: reviews, mentions, consistency, and third-party validation.

Google Business Profile & Reviews

- ☐ Claim and fully complete your Google Business Profile (photos, services, attributes, Q&A section answered).
- ☐ Post regularly (weekly) on Google Business Profile with updates, offers, or educational content.
- ☐ Actively collect reviews from happy customers. Target 100+ reviews with 4.6+ average rating.
- ☐ Respond to every review (positive and negative) professionally and promptly.

NAP Consistency & Citations

- ☐ Ensure Name, Address, and Phone (NAP) are 100% identical across your website, Google Business Profile, and all directories.
- ☐ Audit and fix citations on major platforms (Justdial, IndiaMART, Sulekha, Yelp, Trustpilot, BBB if applicable).
- ☐ Set up Google Alerts for your brand name to monitor new mentions.

Community & External Mentions

- ☐ Search Reddit for your brand/industry keywords. Plan genuine, value-first participation in 2–3 relevant subreddits (never spammy self-promotion).
- ☐ Check for existing YouTube review or 'best of' videos in your niche. Consider creating helpful video content.
- ☐ Identify 3–5 authoritative sites in your industry for potential guest posts or expert quotes.

PHASE 3: Technical AI Crawler & Site DNA Analysis (Highest Impact)

This is the foundation. If AI crawlers cannot easily discover, parse, and understand your content, you will not be cited — no matter how good your authority is.

3.1 Crawler Access & Discoverability

- ☐ Update robots.txt to explicitly ALLOW major AI crawlers (do NOT block GPTBot, Claude-User, Google-Extended, PerplexityBot, Anthropic, etc.).
- ☐ Create and submit a clean sitemap.xml via Google Search Console. Ensure all important pages are included.
- ☐ Remove 'noindex' meta tags or robots directives from all money-making and authority pages (service pages, about, insights, location pages).

3.2 Structured Data (Schema.org) — Critical for AI Understanding

- ☐ Implement Organization or LocalBusiness schema (JSON-LD) on the homepage with complete NAP, logo, sameAs links, and description.
- ☐ Add Service schema to every core service page (name, description, provider, areaServed, offers).
- ☐ Add FAQPage schema to any FAQ section or dedicated FAQ page (highly recommended for citation).
- ☐ Add HowTo schema to step-by-step guides and process pages.
- ☐ Validate all schema using Google's Rich Results Test and schema.org validator. Fix any errors immediately.

3.3 Content Structure & AI Readability

- ☐ Use strict heading hierarchy: Only one H1 per page. Use H2–H6 logically for sections and subsections.
- ☐ Break long paragraphs into short, scannable ones (maximum 4–5 sentences or 3–4 lines on mobile).
- ☐ Heavily use bullet points, numbered lists, and tables for processes, comparisons, features, and data.
- ☐ Add clear 'Last Updated: [Month Year]' freshness signals on all key service and insight pages.
- ☐ Write with high factual density. Include original insights, real case study results, unique local data, or proprietary observations.
- ☐ Add author bios with real credentials, photos, and expertise signals on content pages (AI prefers human-expert sources).

3.4 Technical Performance & Basics

- ☐ Ensure the site is fully mobile-responsive and passes Core Web Vitals (especially LCP and CLS on mobile).
- ☐ Add descriptive, keyword-rich alt text to all images (especially those on service pages).
- ☐ Enforce HTTPS site-wide with proper redirects.
- ☐ Minimize heavy JavaScript rendering for critical content — ensure key text is in clean HTML.

PHASE 4: Gap Analysis & Competitor Benchmarking

You cannot improve what you do not measure against others.

- ☐ Select 3–5 direct competitors (same service + location or niche).
- ☐ Run the same Phase 1–3 checks on their websites using this checklist.
- ☐ Create a simple comparison table: Your current state vs. Competitor average in Technical DNA, Authority signals, and Content freshness.
- ☐ Clearly identify your top 3 biggest gaps (example: 'They have full FAQ + Service schema + 180 reviews. We have basic Organization schema and 12 reviews.').

PHASE 5: Prioritized Optimization & Remediation Plan

QUICK WINS (Complete in 0–7 Days)

- ☐ Fix robots.txt to allow all major AI crawlers.
- ☐ Add 'Last Updated: July 2026' to your 5 most important pages.
- ☐ Implement basic Organization + at least one Service schema (use validated JSON-LD).
- ☐ Fully optimize and claim your Google Business Profile (add photos + services).
- ☐ Rewrite your homepage or main service page: short paragraphs + heavy bullet points + direct answers to 3 common questions.

MEDIUM TERM (2–6 Weeks)

- ☐ Build or significantly expand a dedicated FAQ page answering 12–20 real customer questions. Add FAQPage schema.
- ☐ Create 2–3 new 'How to [solve specific problem]' pages with step-by-step instructions + HowTo schema.
- ☐ Launch an ethical review collection system (email/SMS to recent happy customers).
- ☐ Begin genuine value-first engagement in 2 relevant Reddit communities (1–2 posts/comments per week).
- ☐ Audit and standardize NAP across minimum 8–10 directories and citation sites.

LONG TERM — AUTHORITY MOAT (Ongoing)

- ☐ Publish one piece of original research, case study, or unique local insight per quarter.
- ☐ Actively pursue mentions on authoritative industry sites, local news, or expert roundups.
- ☐ Create an llms.txt file in your site root with clear brand facts, expertise areas, and preferred citation style (emerging best practice).
- ☐ Run this full checklist audit every 90 days and track your estimated 0–100 score over time.

Weekly Monitoring Framework (Light Audit)

AI systems and your competitive landscape change fast. Run this light version every 7–14 days.

- ☐ Re-test your top 5 customer queries in ChatGPT and Grok. Note any changes in mentions or positioning.
- ☐ Check Google Business Profile and review platforms for new reviews or questions.
- ☐ Verify that schema markup and robots.txt have not been accidentally broken (use Google Rich Results Test).
- ☐ Review Google Alerts and Reddit for new brand mentions (positive or negative).
- ☐ Document one concrete improvement you made this week and estimate its impact on your score.
- ☐ Update your internal score estimate and adjust priorities for the next week.

Self-Scoring Rubric (0–100 Total Score)

Category	Weight	What It Measures	Max
Direct Recommendation	35%	How often & positively AI recommends you in simulations	35
Authority Footprint	30%	Strength of reviews, mentions, citations & consistency	30
Technical AI DNA	25%	How easily AI crawlers can discover & understand your site	25
Competitive Context	10%	Your performance relative to top competitors	10

Score Interpretation: 90–100 = Excellent (AI strongly recommends you) | 75–89 = Strong | 60–74 = Average | 40–59 = Weak | 0–39 = Poor / Invisible

Ready-to-Use Prompt: Run a Full Professional Audit on Your Site

Copy and paste this exact prompt into Grok (or another advanced model) along with your website URL to get a complete scored audit + prioritized fix list:

You are following the Free-GEO-AI-Visibility-Scanner-Optimizer-Playbook exactly. Website to analyze: [INSERT YOUR FULL URL] Business name: [INSERT NAME] Primary category: [e.g., web design agency, dentist, automation consultant] Location: [City, State/Province, Country] Run the complete 5-Phase AI Visibility Scan + Optimization Plan. Follow every phase in order. Use the official scoring rubric. Be extremely detailed and evidence-based. At the end, give a clear final score out of 100 with full breakdown and a prioritized action plan (Quick Wins, Medium Term, Long Term).

Next Step Implement the items in this checklist. Within 30–60 days you will have a measurably stronger AI visibility profile. For the complete playbook (including exact JSON-LD code templates, content rewrites, and advanced prompt library), refer to the full Free-GEO-AI-Visibility-Scanner-Optimizer-Playbook or contact the author for a guided implementation.

GEO Audit Checklist 2026 | Derived from Free-GEO-AI-Visibility-Scanner-Optimizer-Playbook v1.0 (April 2026) Created for SMB founders who want to win in the AI citation era. | Filed: 12 July 2026 This document is fully editable. Customize it for your business, clients, or team.