

30-Day GEO / Entity Optimization Checklist

Week 1 — Entity Home & Consistency

- ☐ Analyze your website with [GEO Review](#)
- ☐ Inventory brand facts (name, description, services, logo, founders, HQ, NAP, dates)
Deliverable: 1-page Brand Facts Sheet
- ☐ Publish clean Entity Home (/about/) with definition, services, team, contact
- ☐ Add Organization + WebSite JSON-LD with sameAs links; validate schema
- ☐ Normalize name/description/logo across LinkedIn + team bios
- ☐ Update at least 5 profiles (X, YouTube, G2, GitHub, etc.) and link to Entity Home
- ☐ Create /how-it-works/, /pricing/, /faqs/, /case-studies/ (minimal OK)
- ☐ Link cornerstone pages from Entity Home + add footer “About” link sitewide
- ☐ QA: mobile check, speed pass, schema screenshots saved

Week 2 — Answer Assets (AI-Liftable Pages)

- Transform your content with GEO Rewriter.
- Select 2 bottom-of-funnel questions users actually ask
- Publish Answer Asset #1 (≤60-word answer, steps, comparison table, pricing, 5-FAQ, schema)
- Publish Answer Asset #2 using same structure + 2–3 credible citations
- Add AECM layer (value promise, pain, proof, memorable CTA)
- Optional: 100–150 word case or Hero's Journey narrative box

Week 3 — Multi-Model Audit & Fixes

- Create AI Visibility Log (ChatGPT, Gemini, Claude, Perplexity)
- Run prompts: “Who is [Brand]?”, “What does [Brand] do?”, “Best [service] for [ICP]?”
- Capture summaries, sources, screenshots (12+ entries)
- Identify 3 misstatements + 3 missing sources
- Publish 2–3 clarification micro-pages and link from Entity Home
- Normalize 3 marketplaces/directories (G2, partners, app listings)

Week 4 — Expand & Measure

- Publish Answer Asset #3 with comparison table + schema
- Build /faqs/ hub (10+ Q → single-paragraph A)
- Create 3 RAG-ready fact pages (pricing, policies, specs)
- Brand SERP check: Knowledge Panel screenshot + notes
- Re-run multi-model audit; compare to baseline
- Create 1-page KPI PDF (pages shipped, AI mentions, accuracy gains, corrections)
- Deliver next-month backlog (top questions, profiles, partnerships)

Intern Guardrails

- Be consistent first (Entity Home + sameAs)
- Write for AI scanning (answers first, clear headings)
- Measure across multiple models monthly
- Combine clarity with persuasion (AECM)

Technical + AEO (Answer Engine Optimization) Audit Checklist

1. Crawlability & Indexing

- ☐ Check whether Google can crawl all important pages
- ☐ Check robots.txt for accidental blocking
- ☐ Check XML sitemaps for errors or non-indexable URLs
- ☐ Check whether any important pages are incorrectly set to “noindex”
- ☐ Check for 404 errors and server errors
- ☐ Check that canonical tags are present and correct
- ☐ Check that only the correct version of the site is indexable (HTTPS, www vs non-www)

2. Site Architecture

- ☐ Check whether navigation is clear and intuitive
- ☐ Check that key pages are reachable within 3 clicks
- ☐ Check for orphan pages (pages with no internal links)
- ☐ Check internal linking patterns and anchor text relevance
- ☐ Check that pagination and category structures are clean and organized

3. URL Structure

- ☐ Check whether URLs are short, clean, and readable
- ☐ Check for duplicate URL variations (HTTP/HTTPS, trailing slash differences, uppercase/lowercase issues)

4. Content Quality & On-Page SEO

- ☐ Check for thin, outdated, or duplicate content
- ☐ Check that meta titles and descriptions are unique and well-written
- ☐ Check for keyword cannibalization (multiple pages targeting the same keywords)
- ☐ Check whether the content satisfies search intent
- ☐ Check that content is easy to read, well-structured, and comprehensive

5. Structured Data (Schema Markup)

- ☐ Check schema using Google's Rich Results Test
- ☐ Check that the correct schema types are implemented:
 - Organization
 - LocalBusiness (if applicable)
 - WebSite
 - WebPage
 - FAQ or HowTo where appropriate
- ☐ Check for duplicated or conflicting schema blocks
- ☐ Check that sameAs links are included for:
 - Social media accounts
 - Subdomains (if used by the brand)
- ☐ Check that schema accurately reflects visible on-page content

6. Entity & Brand Signals

- ☐ Check that the company is clearly identified as an entity
- ☐ Check for Organization or LocalBusiness schema with logo, address, and social links
- ☐ Check NAP (name, address, phone) consistency across the website and directories
- ☐ Check Knowledge Panel information (if applicable)
- ☐ Check that the About page clearly outlines the company's mission, history, and team
- ☐ Check that subdomains are connected to the parent brand through schema and linking

7. Trust & Credibility Signals

- ☐ Check for E-E-A-T signals (Experience, Expertise, Authoritativeness, Trustworthiness)
- ☐ Check for author bios and expertise details where relevant
- ☐ Check for real team photos, facility images, or behind-the-scenes content
- ☐ Check that social media profiles are linked, active, and professional
- ☐ Check for required disclaimers (legal, medical, financial, etc.)

8. Security & HTTPS

- ☐ Check that the SSL certificate is active and valid
- ☐ Check that all pages correctly force HTTPS

9. Redirects & Legacy Issues

- ☐ Check for redirect chains (multiple hops) and redirect loops
- ☐ Check that old URLs are redirected correctly
- ☐ Check internal links for outdated or redirected URLs