GENERATIVE ENGINE OPTIMISATION

GEO checklist

Run every page you want quoted in AI answers through this checklist. Mark each row pass or fix. The page is ready when every row passes.

Page URL	Checked by	Date

CHECK	PASS OR FIX	WHAT TO FIX
Indexed Search Google for the page's exact title. Does it appear?		
Open to crawlers Do your robots.txt and host settings let Google, Bing and AI assistants' crawlers reach the page?		
A direct answer Do the opening lines answer the main question outright?		
Text, not pictures Are the key points written as text, not locked in an image or video?		
Facts over adjectives Does each main claim carry a number, a date or a name?		
Quotes and sources Does the page quote credible people and link to named sources?		
Current and consistent Do your services, locations and details match your other listings, and are they up to date?		
A named author Is the author named, with their expertise clear?		