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GEO Optimization Checklist by Florens Kairos Digitals

How to Use This Checklist (Step-by-Step)

1. Start at **Section A** — record basic details about the page you're optimizing.

2. Move to **Section B** — see where you currently stand in AI visibility.

3. Go through **C through E** — these are your core optimization steps.

4. Plan **Section F** — treat GEO as living work, not a one-time task.

5. Track outcomes via **Sections G & H** — you need feedback and measurement.

Use **Section I** to assign and track tasks to completion.

A. Content Identification & Setup

1. **Page URL**: _____

2. **Content Title / Topic**: _____

3. **Primary Intent (Question / Problem / How-to / Transaction etc.)**: _____

4. **Last Updated Date**: _____

5. **Content Owner / Editor**: _____

B. AI Visibility Snapshot (Baseline)

- Is this page currently *cited* by any AI / generative engine? (Yes / No)

- If yes, in which engine(s)? (e.g. ChatGPT, Perplexity, Gemini, SGE) → _____

- Number of citations found: _____

- Competitor pages cited for same queries: _____

C. Schema / Technical Signals

- FAQ schema implemented

- Article / HowTo / Breadcrumb schema applied

- VideoObject schema (if video present)

- All schema validated via a schema / rich results testing tool

- No JSON-LD or markup errors (clean code)

D. Content Structure & Formatting

- The page begins with a clear **question or prompt** (as H1 or H2)

- Immediately below, a **"direct answer" block** (40–60 words) that answers that question

- Supporting sections below: subheaders, examples, data, visuals

- Internal cross-links to related (cluster) pages

- Visual aids (graphs, images, tables) to reinforce the direct answer

● All facts, stats, sources, dates are current and accurate

E. Multimodal Content Integration

● Is there a video version of this content? (URL: _____)

● Podcast / audio version published? (URL: _____)

● Full transcript available? (URL or embed) _____

● Social snippets / posts (LinkedIn, Twitter, etc.) linked / repurposed?

● Ensure each format has metadata and (if possible) schema

F. Refresh & Maintenance Plan

● **Last Review / Update Date**: _____

● **Next Refresh Due**: _____ (e.g. +90 days)

● **Reviewer Name**: _____

● **What changed on refresh?** (Short notes) _____

● Re-test AI citation / visibility

● Re-check schema and markup

● Improve clarity / update stats or facts

G. Performance & ROI Tracking

● AI citation share (%) for your brand vs. competitors: _____

● AI referral traffic (visits from AI/citation sources): _____

- Conversion or lead lift from AI-driven sessions: _____

- Brand / citation sentiment (positive / neutral / misrepresentative): _____

- Traffic trend before vs after GEO changes: _____

H. Prompt Testing & Feedback Loop

- Example AI prompts used for testing (e.g. "best CRM for startups") → _____

- Screenshots or citations captured (AI output) → _____

- What needs improvement (if not cited / misquoted)? → _____

I. Prioritization & Action Log

issue/ Gap	Action Item	Assigned To	Deadline	Status
E.g. No FAQ schema	Add FAQ schema markup	[Name]		Not Started ⌄