



Generative Engine Optimization (GEO) is changing how search works — and how your audience finds you.

As AI platforms like ChatGPT, Perplexity, and Google's SGE become the first stop for research, decision-making, and product discovery, your brand needs more than SEO. You need to show up in the *answers*.

This checklist will help you assess whether your current marketing strategy is *generative engine-ready* — and where to optimize next.

✓ **GEO Readiness Checklist**

1. Content Authority

- Your brand owns a clear point of view in your industry
- Content includes original insights, thought leadership, or expert commentary
- You regularly publish high-quality, editorial-style blog posts or guides
- You are cited or quoted on other authoritative sites or platforms

2. AI-Friendly Structure

- Pages use proper H1, H2, and H3 formatting for scannability
- Content includes structured summaries, FAQs, or definitions
- Short paragraphs, clear language, and concise answers are the norm

- Metadata (like page titles, schema, and alt text) is complete and optimized

3. Context Over Keywords

- You write for user intent and topic relevance — not just keywords
- Your content clearly answers questions a user (or AI) might ask
- You use internal links to build content relationships and hierarchy
- Your site includes evergreen, informative content (not just promotional)

4. Visibility Signals

- Brand content is published across multiple platforms (LinkedIn, Medium, YouTube, etc.)
- You've optimized key pages to serve as flagship content (pillars, resources, etc.)
- You monitor how/if your brand appears in AI-generated search results
- Your contact, about, and service pages communicate authority and trust

5. Multi-Format Distribution

- Blog posts are repurposed into social, video, or quote formats
- You include images, data visuals, or embed short-form video in content
- Your brand story and messaging are consistent across all channels
- You have a content strategy mapped to the AI-first customer journey



Your Score:

- **0–12:** Vulnerable – You're invisible in the AI conversation
- **13–25:** Improving – You're on the radar, but missing key visibility signals
- **26–35:** Competitive – AI-ready content foundation with room to grow
- **36–40:** Market Leader – You're built to be found by generative search engines