

# The GEO Action Checklist

Twenty moves that take you from audit to AI citations — across every team and channel.

## ■ 01 — Foundation eligibility

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- Verify AI crawlers (GPTBot, PerplexityBot, ClaudeBot, Google-Extended) can access and render key pages
- Review robots.txt and set a deliberate AI crawler policy — allowed or blocked is a decision, not a default
- Audit indexation governance: what's indexed, what's wasted crawl, what's missing
- Ground brand, products and people as entities with structured data (Organization, Product, Person, FAQ)
- Confirm core templates expose content in static HTML, not behind client-side rendering

## ■ 02 — Content that gets cited

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- Map the real questions buyers ask AI at each funnel stage — not just keywords
- Restructure priority pages answer-first: direct answer, then depth, extractable by design
- Build comparison and alternatives pages — the queries where AI names winners
- Set a freshness cadence for citable pages; stale sources drop out of answers
- Attach visible expertise: authorship, credentials, first-party data worth referencing

## ■ 03 — Surround sound channels

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- Align PR and external comms on earning coverage from sources AI already cites
- Secure presence on the review platforms and listicles AI pulls recommendations from
- Sync brand and social messaging with site claims — inconsistency erodes machine trust
- Pursue third-party mentions in industry publications, not just backlinks
- Publish one shared messaging document so every team pushes the same story

## ■ 04 — Measurement & ownership

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- Baseline current AI visibility: citations, mentions and sentiment per engine
- Track share of voice against competitors across ChatGPT, Gemini, Perplexity, AI Overviews
- Instrument AI-referred traffic and assisted conversions where measurable
- Name one accountable owner per channel — GEO fails as everyone's side project
- Review monthly: what got cited, what changed, what ships next

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**Checked fewer than 15? That gap is your competitors' head start.**

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