

✅ GEO Checklist: Generative Engine Optimization

Use this checklist to ensure your content and site are optimized for Generative Engine Overviews and AI-powered discovery experiences.

🔧 1. Technical Foundation

Ensure the technical integrity of your site to support visibility and crawling:

- ☐ Fast page load speeds (especially on mobile)
- ☐ Valid, semantic HTML structure
- ☐ Structured data (schema markup) implemented
- ☐ Mobile-friendly and accessible design
- ☐ Clean internal linking with crawlable hierarchy
- ☐ HTTPS encryption enabled
- ☐ Sitemap.xml and robots.txt properly configured
- ☐ Avoid duplicate content and orphan pages

📖 2. E-E-A-T Signals (Experience, Expertise, Authoritativeness, Trust)

Demonstrate your authority and trustworthiness to both users and AI systems:

- ☐ Author bios with credentials or lived experience
- ☐ Transparent editorial policies or disclosures
- ☐ Outbound links to high-authority sources
- ☐ Regular content updates and revision timestamps

- ☐ Visible contact or support info
- ☐ Social proof: mentions, reviews, or media citations
- ☐ Clear domain or brand identity

💬 3. Conversational Structure

Make your content easy for AI to parse, quote, and summarize in natural language:

- ☐ Use headings as questions (FAQ-style)
- ☐ Direct, first-person or second-person tone
- ☐ Structured answers: short intro + detail + examples
- ☐ Chunk content into scannable sections
- ☐ Use bolded phrases and icon boxes for clarity
- ☐ Include TL;DRs, summaries, or key takeaways
- ☐ Avoid fluff—write like you're speaking to a person

⚙️ Bonus: GEO Momentum Principles

Keep the flywheel turning by aligning all forces together:

- ☐ Technical health supports crawl and index
 - ☐ E-E-A-T builds trust with engines and users
 - ☐ Conversational structure increases inclusion in AI answers
 - ☐ All three reinforce each other to build "GEO Momentum"
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🧠 **Pro Tip:** Review this checklist regularly as search and generative engines evolve. What works in today's SERP may look very different in AI-first interfaces tomorrow.

👉 **Need expert assistance implementing GEO?**
Reach out to: contact@aeosignal.space

