

GEO Starter Checklist: Optimize Your Business for AI Search

Introduction

AI-powered search is changing the way clients discover businesses online. This checklist gives you actionable steps to ensure your website, content, and online presence are optimized for generative search engines – without needing a technical degree. Follow each step to start ranking in AI-driven results and boost client inquiries.

Section 1: Website Content Audit

Goal: Ensure your content communicates clearly for both humans and AI.

- Review all service pages: Are your primary services clearly defined?
- Identify outdated content: Refresh or remove pages that no longer reflect your services.
- Optimize headings: Use descriptive H1s and H2s that include key search terms.
- Add FAQ sections: Address common client questions for each service.
- Include niche-specific references: Legal, medical, trades, or veteran-owned as appropriate.
- Check for clear calls-to-action (CTAs): “Schedule Consultation,” “Contact Us Today.”
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Section 2: Schema Markup Checklist

Goal: Make your website understandable to AI and search engines.

- Add LocalBusiness schema for your office location and contact info.
- Include Organization schema with logo, social profiles, and founding date.
- Add Service schema for each major offering (e.g., SEO, Listings Management).
- Implement FAQ schema for frequently asked questions.
- Review Review schema to display testimonials or ratings.
- Validate schema using Google’s Rich Results Test.

Section 3: Niche Keyword & AI Intent Mapping

Goal: Target search queries AI is likely to surface for your audience.

- ✓ Identify top 5–10 keywords per niche (legal, medical, trades, veteran-owned).
- ✓ Map each keyword to the most relevant page on your website.
- ✓ Include long-tail keywords and questions your clients ask.
- ✓ Optimize page meta titles and meta descriptions with focus keywords.
- ✓ Ensure content aligns with search intent (informational, transactional, local).

Section 4: Local Listings Review

Goal: Ensure your business is accurately represented online.

- ✓ Google Business Profile: Complete info, photos, categories, services.
- ✓ Bing Places for Business: Check consistency with Google.
- ✓ Yelp / industry-specific directories: Add/update business info.
- ✓ NAP consistency: Name, Address, Phone must match across all listings.
- ✓ Encourage client reviews: Positive reviews improve AI ranking signals.

Section 5: Content Optimization Actions

Goal: Make pages “AI-friendly” and improve chances of ranking.

- ✓ Use descriptive alt text for all images.
- ✓ Add internal links to relevant pages (e.g., service pages → blog → FAQ).
- ✓ Include external links to authoritative sources where appropriate.
- ✓ Keep paragraphs concise and scannable.
- ✓ Maintain updated copyright, privacy, and legal disclaimers.

Section 6: Performance Tracking

Goal: Measure results and adjust your GEO strategy.

- ✓ Monitor AI visibility: Track SERP rankings for niche-focused keywords.
- ✓ Check traffic sources: Google Analytics, AI search queries, social insights.
- ✓ Track leads & conversions: Phone calls, contact form submissions, booked consultations.
- ✓ Update content quarterly based on performance metrics.
- ✓ Repeat audit at least twice per year for ongoing GEO improvement.

Closing Note

Completing this checklist is your first step toward AI search readiness. For a full audit and expert implementation, schedule a consultation with Oaklea Media Solutions today.

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