



GEO Checklist for Small Businesses

Use this to make your business easier for ChatGPT, Perplexity, Siri, Copilot, and Google AI to recommend.

1) Crawler Access

- robots.txt allows GPTBot, ChatGPT-User, OAI-SearchBot, ClaudeBot, Claude-Web, anthropic-ai, PerplexityBot, Googlebot, Bingbot, Applebot-Extended, DuckAssistBot.
- XML sitemap is listed in robots.txt.
- Cloudflare bot settings are not blocking major AI crawlers.

2) Structured Data (Schema)

- LocalBusiness schema is present on the homepage.
- Organization and WebSite schema are present on the homepage.
- Service schema exists for each major service.
- FAQPage schema is present for FAQ content.
- Schema validates in Google's Rich Results Test.



GEO Checklist (Continued)

Consistency and maintenance turn setup work into long-term lead flow.

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3) Page Content Quality

- Business name, address, and phone appear in plain text.
- Hours are visible in plain text on key pages.
- Services are listed individually with clear descriptions.
- Pricing context or ranges are included where possible.
- FAQ section has at least 6 real customer questions.
- Important answers appear near the top of each page.

4) NAP Consistency

- Name, address, and phone match exactly across listings.
- Google Business Profile matches website schema.
- Bing Places, Apple Maps, Yelp, and Facebook listings are aligned.
- Address formatting is standardized (e.g., Suite vs Ste).



GEO Checklist (Continued)

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5) Technical Foundation

- Site is fully HTTPS with no mixed content.
- Pages are server-rendered or pre-rendered for crawler visibility.
- Core Web Vitals are passing or trending in the right direction.
- Sitemap is submitted in Google Search Console and Bing Webmaster Tools.

6) Ongoing GEO Maintenance

- FAQ and service information are reviewed quarterly.
- Content updates are published monthly or quarterly.
- AI visibility checks are run for your core local queries.
- Recommendations are tracked and refined over time.

Suggested AI Visibility Query Checks

- "best [service] in [city]"
- "[business type] near [neighborhood] open now"
- "who offers [service] in [city]"

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