

GEO checklist

Generative Search Engine Optimization

GEO audit

- Analysing the current state of online visibility for AI engines using tools
- Optimising existing content for generative AI models
- Prepare new content in a GEO-optimised format. Answer the following key questions:
 - What topics are people searching for in AI engines?
 - What questions might users ask on this topic?
 - Does the content answer specific user questions directly and clearly?

Preparing content

- Content must be easy for AI systems to process and adopt directly
- High-quality content, unambiguous statements and data that can be clearly interpreted
- The question does not always have to be stated in the text, but the content should definitely answer the questions clearly and directly

Content marketing & PR

- Featured in relevant specialist online media
- Send out comments and press releases on a regular basis
- Using the relevance of portals and forums
- Rely on the reach of influencers

Content structure

- A clear and logical structure for the content
- Short and clear definitions of key terms and topics
- Step-by-step instructions
- Bullet points
- Checklists
- FAQs (Frequently Asked Questions with answer)

Optimising content for GEO

- Automating processes
- Recycling content rather than creating new content
- Structuring and formatting high-quality content in a way that is suitable for AI
- Definitions of key terms
- Practical, easy-to-follow guides
- Precise question-and-answer sections
- Additional background information
- A concise summary of complex topics



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