

# GEO Website Optimization Checklist

## 1. Content Structure & Formatting

- Use **clear H1, H2, and H3** structure
  - Add **FAQ sections** for each service page
  - Provide **concise, direct answers** to common queries (100–150 words)
  - Use **bullet points** and **numbered lists**
  - Keep **paragraphs under 4 lines**
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## 2. Entity & Semantic Markup

- Implement **schema.org** structured data:
    - LocalBusiness
    - FAQPage
    - Service
    - Author (Person or Organization)
  - Include **Named Entities** (e.g., city names, brand names, service terms)
  - Use **semantic keywords** and synonyms throughout content
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## 3. Citations & Source Signals

- Link to **reputable sources** (government, educational, industry-specific)
- Include **internal links** to other relevant blog/service pages

- Use **author bios** to establish expertise (E-E-A-T)
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#### 4. Multimodal & AI-Friendly Enhancements

- Add **alt text** that describes images semantically
  - Upload **images named with relevant keywords**
  - Provide **transcripts** for videos or audio content
  - Summarize long-form content at the top with TL;DR
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#### 5. Technical & Discoverability

- Ensure **fast load time** and **mobile optimization**
  - Add **XML sitemap** and submit to Google Search Console
  - Optimize for **SGE inclusion** by testing with Google's Labs (if eligible)
  - Use **canonical tags** and avoid duplicate content
  - Include **robots.txt** rules to allow crawling
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#### 6. AI Interaction Signals

- Create **Q&A content** that sounds like a user asked a question
  - Write content as if answering a prompt:  
*"What is [topic] and how does it work?"*
  - Include **context-rich anchor text** to help LLMs understand relationships
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## 7. GEO-Specific Extras

- Create a **GEO-focused page** explaining what it is and why it matters
- Include **case studies** with outcomes in bullet form
- Develop a **tool or calculator** to be featured in LLM answers
- Optimize content for **zero-click searches** and featured snippets