

AEO/GEO Readiness Checklist

Twenty checks across four areas to get your site ready for Google, AI Overviews, ChatGPT and Gemini. Each check tells you how to verify it yourself.



How to use it

Work through one area a week. Tick a box only when you've checked it, not when you think it's fine.

Where to start

Business facts (6–10) first. They're usually the quickest fixes.

1 · Findable

Checks 1–5

☐

1 Service pages are indexed

How to check: Search Console › Pages, or search Google for site:yourdomain.com plus the service name.

☐

2 One page per core service

How to check: list your services, then match each one to its own URL.

☐

3 A direct answer in the first paragraph

How to check: read only the first paragraph of each service page. Does it say what the service is, who it's for and where?

☐

4 Readable on a phone

How to check: open your top five pages on a phone. No cut-off text and no sideways scrolling.

☐

5 Clear page titles

How to check: each key page has its own title naming the service (and the location, if you serve one area).

2 · Business facts

Checks 6–10

☐

6 Name, address, phone and hours match everywhere

How to check: compare your site, Google Business Profile and three directories, line by line.

☐

7 Google Business Profile verified and current

How to check: Business Profile › Edit profile. Categories, services, hours and photos are up to date.

☐

8 Clear About page

How to check: can a stranger tell who runs the business, their relevant experience and how to reach you?

☐

9 Contact details on every page

How to check: the footer shows your business name, a way to contact you and your city or address.

☐

10 Organization or LocalBusiness schema validates

How to check: Google's Rich Results Test or the Schema Markup Validator shows no errors. Schema helps machines read your page; it doesn't guarantee display.

3 · Answer-ready content

Checks 11–15

- ☐ **11 Buyer questions answered on the page**
How to check: list ten questions customers really ask before buying, then find each answer on the page where it belongs.
- ☐ **12 Prices, service areas and who it's for**
How to check: where you're able to share them, price ranges, areas served and who each service suits are stated plainly.
- ☐ **13 FAQs in your customers' words**
How to check: questions use the words customers use in emails and calls, not internal jargon.
- ☐ **14 Facts are sourced and dated**
How to check: any figure or claim on the page names its source and when it was checked.
- ☐ **15 Pages updated when facts change**
How to check: services, prices, staff and hours are reviewed at least every quarter, with a date you can point to.

4 · Trust and monitoring

Checks 16–20

- ☐ **16 Recent reviews, with replies**
How to check: look at your newest five reviews on the platform your customers use. Did you reply to each one?
- ☐ **17 Mentions on reputable sites**
How to check: search your business name in quotes. Associations, partners or local media describe you accurately.
- ☐ **18 Directory listings are accurate**
How to check: the main directories for your industry and country show the same details as your site.
- ☐ **19 AI answers checked in the last 90 days**
How to check: ask your top buying questions in ChatGPT, Gemini and Google AI Overviews. Note what each says and the date.
- ☐ **20 Wrong facts corrected at the source**
How to check: when an answer is wrong, fix the page or listing it drew from, then ask again after a few weeks.

What to fix first

Start with any unticked box in Business facts. Then fix the first paragraph of each service page (check 3) and answer your top buyer questions (check 11). Re-run the list every quarter.

Completing this checklist doesn't guarantee rankings or AI citations. AI engines decide independently what they show and cite. The checklist covers the basics that make your business easier to find and describe accurately.

Want to see what AI engines actually say about you?

Our free audit runs ten of your buying questions through ChatGPT, Gemini and Google AI Overviews:
avantscale.co/contact/