

THE 2026 GEO CHECKLIST

How to Get Your Brand Recommended by ChatGPT, Gemini, and AI Shopping Assistants

Generative Engine Optimization (GEO) is the new SEO. When someone asks ChatGPT, Gemini, or an AI shopping assistant "what's the best [product/service] for me," you want your brand to be the answer — not buried three links down on Google. This checklist walks you through exactly what it takes to get there, in six practical steps.

Why this matters now

AI assistants are increasingly the first stop for research and purchase decisions. Traditional SEO gets you ranked on a results page a human has to click through. GEO gets you cited directly inside the answer — often with no click required, and no competitor in sight.

1. Structured Data & Schema Markup

AI models rely heavily on structured data to understand exactly what your page is about.

- ☐ Organization schema added to homepage (name, logo, socials, contact info)
- ☐ Product/Service schema on all key pages (price, availability, reviews)
- ☐ FAQ schema on service and blog pages
- ☐ Article/Blog Posting schema with author and publish date
- ☐ Breadcrumb schema for site hierarchy
- ☐ Schema validated with Google's Rich Results Test — zero errors

2. Content Formatted for AI Extraction

AI models extract and summarize — content that's easy to lift gets cited more often.

- ☐ Every page answers one clear question in the first 2–3 sentences
- ☐ Headings are phrased as questions where natural ("How much does X cost?")
- ☐ Key facts presented in bullet points or short tables, not dense paragraphs
- ☐ Definitions and comparisons are explicit, not implied
- ☐ Content updated with current-year data (2026 stats, pricing, examples)

3. Brand Authority & Citations (E-E-A-T)

AI models weigh how often — and how credibly — you're mentioned elsewhere.

- ☐ Author bios with real credentials on all blog content

- ☐ Business listed and consistent across Google Business Profile, directories, and review sites
- ☐ Featured or mentioned on at least 3–5 third-party industry sites
- ☐ Case studies or testimonials with specific, verifiable results
- ☐ Wikipedia, Crunchbase, or industry-database presence (where relevant)

4. Platform-Specific Optimization

Each AI platform pulls from slightly different sources — cover your bases.

- ☐ ChatGPT / Bing: strong presence in Bing search index (submit sitemap to Bing Webmaster Tools)
- ☐ Gemini / Google AI Overviews: strong presence in Google Search Console, clean crawl stats
- ☐ Perplexity: cited on high-authority, frequently-updated sources
- ☐ AI Shopping Assistants: product feed accurate and synced (Google Merchant Center, Shopify feed)
- ☐ Reviews platform coverage: Trustpilot, G2, or category-specific review sites populated

5. Technical Readiness

AI crawlers need clear, unblocked access to your content.

- ☐ robots.txt allows major AI crawlers (GPTBot, Google-Extended, PerplexityBot, ClaudeBot)
- ☐ lms.txt file added at root domain, summarizing site purpose and key pages
- ☐ XML sitemap current and submitted to Google, Bing
- ☐ Core Web Vitals passing (fast load = more frequent crawling)
- ☐ No JavaScript-only rendering blocking key content from crawlers

6. Measurement & Tracking

You can't improve what you don't measure — track AI-driven traffic separately.

- ☐ Referral traffic segmented for chatgpt.com, gemini.google.com, perplexity.ai in GA4
- ☐ Branded search volume tracked monthly (a leading indicator of AI mentions)
- ☐ Manual spot-checks: ask ChatGPT/Gemini your target queries monthly and log results
- ☐ Conversion tracking set up on AI-referred sessions to prove ROI

Quick Win

Start with Section 1 (Schema) and Section 5 (Technical Readiness) — they take the least time and give AI crawlers the clearest signal about who you are and what you offer.

Want help implementing this?

Ingenious Netsoft helps businesses get found by both traditional search engines and AI assistants. Reach out for a free GEO readiness audit.

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