CHECKLIST
TOP 20 GEO TASKS

How To GEO-Optimize Your Website For AI-Driven Search Results

1) Define your core business entity
Ensure that your brand, services, and positioning are clearly defined so AI systems can understand who you are and what you offer.

2) Standardize brand and service naming
Maintain consistent naming across your website, profiles, and external mentions to avoid entity confusion in AI models.

3) Structure your core service pages for AI extraction
Use clear headings, short answer paragraphs, and logical content blocks that AI systems can easily interpret.

4) Implement entity-focused internal linking
Create contextual links between related topics to strengthen semantic relationships across your site.

5) Build topical authority clusters
Develop pillar pages supported by multiple related subtopics to establish expertise in your niche.

6) Optimize "About" and author signals
Ensure your brand, team, and expertise are clearly explained with strong credibility indicators.

7) Create AI-ready FAQ sections
Add question-and-answer blocks that match real conversational search queries.

8) Improve content clarity and semantic structure
Use consistent terminology, definitions, and explanations across all pages.

9) Implement relevant structured data
Use schema markup to provide machine-readable information about your services, organization, and content.

10) Optimize for conversational and intent-based queries

Create content that answers:

- comparisons
- best options
- pricing questions
- process explanations

11) Ensure consistent business information across the web

Align your business details across directories, profiles, and external platforms.

12) Strengthen third-party mentions and citations

Increase your presence on reputable websites, industry platforms, and relevant publications.

13) Optimize core pages for AI summarization

Structure key pages so AI tools can easily extract:

- definitions
- steps
- benefits
- comparisons

14) Develop decision-stage content
Create pages that help users choose between:
- services
- providers
- approaches
- solutions

15) Improve technical crawlability and indexing
Ensure AI and search engine crawlers can easily access and interpret your content.

16) Optimize page structure for machine readability
Use:
- logical heading hierarchies
- short, structured paragraphs
- bullet-point summaries

17) Create citation-worthy resources
Develop original, high-value content that other sites and AI systems are likely to reference.

18) **Monitor AI visibility and brand mentions**
Track how your business appears in AI-
generated answers across different platforms.

19) **Continuously update and refine entity
signals**
Keep your content, positioning, and service
descriptions consistent and up to date.

20) **Adapt to evolving AI search behavior** Use:
Continuously adjust your strategy as AI models,
answer formats, and discovery patterns change.

Too many GEO factors to consider? You don't
have to handle it alone. I can help making your
website easier for AI systems to understand,
trust, and recommend, while you stay focused
on your core business.

If you'd like support with your GEO strategy,
feel free to get in touch — I'm happy to help.
Prasannah Sabarathnam
info@ps-web-services.com
www.ps-web-services.com