

CHECKLIST

GEO checklist for technology companies

Get cited by ChatGPT, Claude and other AI assistants

Generative engine optimisation (GEO) makes your pages easy for AI assistants to find, understand and cite. It builds on good SEO, and no one can guarantee a mention.

Owner

Start date

Review date

1. Let the crawlers in

- ☐ Allow OAI-SearchBot, ChatGPT-User, Claude-SearchBot, Claude-User and PerplexityBot in robots.txt (check vendors' current docs).
- ☐ Decide separately about training crawlers such as GPTBot and ClaudeBot.
- ☐ Make sure your CDN or firewall is not blocking them.
- ☐ Confirm key pages are not hidden behind scripts or logins.

2. Write for answers

- ☐ Start key pages with a one-sentence definition.
- ☐ Put a short direct answer under each question heading.
- ☐ Add comparison tables, numbered processes and FAQs.
- ☐ Publish original results with how you measured them.

3. Mark it up

- ☐ Organization, Service, Article, FAQPage and BreadcrumbList markup.
- ☐ Link your official profiles with sameAs.
- ☐ Validate with Google Rich Results Test; match the visible text.

4. Build third-party evidence

- ☐ Complete profiles on directories and review sites.
- ☐ Partner and marketplace listings for platforms you work with.
- ☐ Industry publications, events and podcasts.
- ☐ Identical company facts everywhere: name, founding year, services, locations.

5. Measure monthly

- ☐ Keep a fixed list of 20 to 30 buyer questions.
- ☐ Run it in each assistant and log mentioned, cited or absent.
- ☐ Note which competitors appear and what to build next.
- ☐ Track referral traffic from assistants in GA4.

6. Keep expectations honest

- ☐ No guaranteed placement. Answers vary run to run.
- ☐ Google AI Overviews use the Search index: ordinary SEO applies.
- ☐ Google-Extended does not affect Search ranking.
- ☐ Avoid hidden text, stuffing and fake reviews.

NUMBERS TO REMEMBER

Test 20 to 30 buyer questions every month.

Update key pages on a schedule and show dates and authors.

Most GEO work also improves ordinary SEO.

Want a second pair of eyes? Book a free 30-minute pipeline review. We will look at your funnel and show you what we would change first. info@search-value.com | search-value.com/geo-ai-search-for-technology-companies