

CHECKLIST

# GEO Audit Checklist: 50-Point Assessment for AI Search Visibility

Key insights and actionable frameworks



## Items 1 - 4

01

### What Is a GEO Audit and Why Does It Matter?

A GEO (Generative Engine Optimization) audit is a structured evaluation of how visible and citable your brand is across

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### How to Use This Checklist

Work through each of the ten sections below.

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### Section 1: Crawler Access and Technical Foundation (10

Five checks that determine whether AI engines can even reach your content.

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### Section 2: Schema Markup Implementation (10 Points)

Five checks for structured data that help AI engines understand your content.

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## Items 5 - 8

05

### Section 3: Content Structure for AI Extraction (10 Point)

Five checks for how well AI engines can pull clean answers from your pages.

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06

### Section 4: Authority and Trust Signals (10 Points)

Five checks for E-E-A-T indicators that influence AI citation decisions.

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### Section 5: Content Coverage and Topical Depth (10 Point)

Core topic cluster completeness.

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### Section 6: AI Platform-Specific Checks (10 Points)

ChatGPT brand mention test.

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## Items 9 - 12

09

### Section 7: Citation Optimization (10 Points)

Quotable summary sentences.

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### Section 8: Technical SEO Alignment (10 Points)

Canonical tags properly implemented.

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### Section 9: Competitive Intelligence (10 Points)

Do you monitor what percentage of AI responses in your category mention your brand versus competitors? Citation share is

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### Section 10: Measurement and Iteration (10 Points)

AI traffic tracking in analytics.

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## Items 13 - 14

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### What to Do After Completing the Audit

The checklist produces two outputs: a total score that tells you where you stand, and a specific list of fails that tell

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### Frequently Asked Questions

What is a GEO audit? A GEO (Generative Engine Optimization) audit is a structured evaluation of your website's vi

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# Ready to Take Action?

Get expert guidance tailored to your business goals.

[Get Your Full Audit Report](#)

[upgrowth.in/geo-services-generative-engine-optimization/](https://upgrowth.in/geo-services-generative-engine-optimization/)