

SEO GEO Checklist 2025

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geo (generative engine optimization)

- ☐ Add summary sections to key pages
- ☐ Use citations & references in content
- ☐ Write in clear, simple style (machine-scannable)
- ☐ Use bullet lists & short paragraphs
- ☐ Monitor citations in AI search engines (SGE, ChatGPT, Perplexity)

aeo (answer engine optimization)

- ☐ Target featured snippets
- ☐ Add How-To / FAQ schema
- ☐ Write direct, one-sentence definitions
- ☐ Use Q&A format where possible

local seo (geo-targeting)

- ☐ Claim / update Google Business Profile
- ☐ Keep NAP (Name, Address, Phone) consistent
- ☐ Create geo-landing pages (per location)
- ☐ Embed Google Maps on contact page
- ☐ Build local backlinks (directories, blogs, partners)

tracking & monitoring

- ☐ Track SEO rankings (Google, Bing)
- ☐ Check zero-click visibility
- ☐ Test queries in AI search engines
- ☐ Use Google Search Console + Analytics

content strategy

- ☐ Create FAQ sections
- ☐ Use question-based headings (What, How, Why)
- ☐ Add lists & bullet points for clarity
- ☐ Include “near me” / location keywords
- ☐ Refresh old posts regularly

authority & trust

- ☐ Add author bio / credentials to posts
- ☐ Update content for freshness
- ☐ Build quality backlinks
- ☐ Cite credible sources

technical seo

- ☐ Make site mobile-friendly
- ☐ Improve page speed / Core Web Vitals
- ☐ Use HTTPS (SSL)
- ☐ Submit sitemap.xml to Google Search Console
- ☐ Check robots.txt
- ☐ Add structured data ([Schema.org](#))

on-page seo

- ☐ Use target keyword in H1 + meta description
- ☐ Optimize headings (H2, H3)
- ☐ Add alt text for images
- ☐ Submit sitemap.xml to Google Search Console
- ☐ Add internal links to related content

We don't just add SEO later — we build it into the site. From technical SEO to GEO-friendly FAQs and structured UX, Pixerry Studio makes your business visible. [Get in touch](#)