GEO checklist

Facts and figures

- [ ] Every key page names at least three concrete figures, such as a price, lead time or number. (researched)
- [ ] Every figure comes with a year and a note of where it comes from. (researched)
- [ ] The key sentences still make sense without the paragraph around them. (rule of thumb)
- [ ] Pages show when they were last updated, and that date is correct. (rule of thumb)

Sources and authority

- [ ] Important claims link to the original source of the information. (researched)
- [ ] Key articles contain a quotation with a name and job title. (researched)
- [ ] Articles have a named author with a profile page. (rule of thumb)
- [ ] Your brand is mentioned on other sites, such as trade media and industry directories. (researched)
- [ ] The about page, contact details, company registration number and privacy statement can be reached from every page. (rule of thumb)

Clear text

- [ ] Every key page opens with a summary of two sentences. (rule of thumb)
- [ ] Sentences contain no more than 18 words on average. (rule of thumb)
- [ ] Subheadings say which question the text below them answers. (rule of thumb)
- [ ] Your brand, offer and target audience are described in the same words everywhere. (rule of thumb)
- [ ] Frequently asked questions have answers of no more than three sentences. (rule of thumb)

Technical access

- [ ] robots.txt allows the search crawlers: OAI-SearchBot, Claude-SearchBot, PerplexityBot and Bingbot. (documentation)
- [ ] Your firewall or CDN does not block those crawlers. (rule of thumb)
- [ ] Your text is in the HTML and does not only appear after JavaScript. (researched)
- [ ] None of your key pages are set to noindex. (documentation)
- [ ] There is an XML sitemap, and robots.txt refers to it. (rule of thumb)
- [ ] Every page has one H1 and a logical heading order. (rule of thumb)

The label after each point says what it rests on: researched, documentation or rule of thumb. Your GEO, version November 2026.