

CHECKLIST



GEO RESEARCH & STRATEGY

- ☐ Map target audience conversational queries (workshops, interviews, forums)
- ☐ Identify and visualize semantic content clusters
- ☐ Document user problems and solution intent beyond search volume
- ☐ Research and list top B2B discussion platforms (Reddit, LinkedIn, trade sites)
- ☐ Develop proprietary frameworks around core expertise areas

CONTENT STRUCTURE & AUTHORITY

- ☐ Audit content for conversational headers that mirror prospect questions
- ☐ Add key takeaway boxes for AI reference points
- ☐ Review and expand FAQ sections
- ☐ Map and interlink related topics for "topic clouds"
- ☐ Apply HEEAT (Helpful, Expertise, Experience, Authority, Trustworthiness) to all major content assets
- ☐ Add author bios, credentials, citations, and testimonials
- ☐ Focus on thought leadership over keyword density

TECHNICAL IMPLEMENTATION

- ☐ Add and validate Schema markup: Product, Organization, FAQ, How-To
- ☐ Create and upload llms.txt to website repository
- ☐ Test pages using Google's Rich Results Test
- ☐ Enhance mobile optimization beyond basic responsiveness
- ☐ Optimize for mobile and page speed

MEASUREMENT & ADAPTATION

- ☐ Set up tracking for AI-driven metrics (citations, AI mentions, answer appearances)
- ☐ Monitor user validation behavior (clicks from AI Overviews)
- ☐ Compare performance to traditional traffic-based KPIs
- ☐ Schedule quarterly content updates focused on conversational queries
- ☐ Use AI feedback for ongoing content refinement
- ☐ Document learnings and adapt strategy based on authority signals

READY TO MASTER GEO FOR YOUR B2B MARKETING?

Contact [BBN AI Studio](#) for specialized training that turns AI challenges into competitive advantages.

