

# WORKSHOP EXERCISE

## GEO READINESS ASSESSMENT: TEAM SCORING EXERCISE

INSTRUCTIONS:

Use this scoring exercise in your next content marketing team meeting. Rate each area from:

**0** (we're at point zero) to **10** (we knock it out of the park)

AREAS		SCORE (0-10)
CONTENT ACCESSIBILITY & STRATEGY	Our key expertise is publicly accessible/ungated	
	Content uses conversational headers and takeaway boxes	
TECHNICAL FOUNDATION	We have proprietary frameworks that establish authority	
	Proper markup and structure for AI understanding	
MEASUREMENT & ADAPTATION	Enhanced mobile optimization for AI Overview engagement	
	Tracking AI-driven metrics (citations, not just traffic)	

SCORING GUIDE:

- 50-60** GEO leaders—ready for AI age
- 35-49** Solid foundation—focus on lowest scores
- 20-34** Adaptation needed—start with conversational content structure
- 0-19** Strategy overhaul required—prioritize authority building

MYTH-BUSTING QUICK CHECK:

- ☐ We measure AI citations alongside traffic
- ☐ Our content focuses on conversational intent, not keyword density
- ☐ Mobile experience optimized for deep AI Overview engagement
- ☐ Quality frameworks prioritized over content quantity

NEXT STEPS:

- 01**  
List 2-3 lowest scoring areas
- 02**  
Assign action owners
- 03**  
Set timeline for improvement
- 04**  
Schedule follow-up session

## READY TO MASTER GEO FOR YOUR B2B MARKETING?

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

