

The **SEO, GEO & AI** Visibility Audit Checklist

How to get found on Google — and cited by ChatGPT, Google AI Overviews and Perplexity. Work through it page by page, score yourself, then fix the gaps.

Free 30-minute strategy call included

Search changed. The checklist changed with it.

Ten years ago, ranking in Google was the whole game. Today your next customer asks an AI assistant for a recommendation — and that assistant answers with a short list of businesses it trusts. If you are not in the list, you are not in the conversation.

SEO — get found

Rank in classic Google results for the searches that actually bring enquiries: service + suburb, service + problem, “near me”, comparison and price queries.

GEO — get chosen

Generative Engine Optimisation: make your business the thing an AI engine can quote — clear services, proof, location and a crawlable, well-structured site.

How to use this checklist

- **Score each section** honestly, 0–5 (page 8). No score is a judgement — it is a map of what to fix first.
- **Fix in order.** Technical first, then on-page and content, then local, then AI visibility. Nothing on top works if the foundation is broken.
- **Re-check in 30 days.** Use the quick-win list on page 9 — most businesses can move two or three of these in a month.
- **Want it done for you?** Book the free 30-minute strategy call on the last page and we will audit your site live.

Not sure how you score?

Send us your URL and we will run the audit and walk you through it.

01 Technical SEO

If this layer is broken, everything else is capped. Tick what is already true.

- ☐ **HTTPS everywhere.** Valid SSL certificate, and HTTP redirects to HTTPS with no mixed-content warnings.
- ☐ **One canonical version.** www or non-www, and one trailing-slash rule — the other versions 301-redirect to it.
- ☐ **Real sitemap, submitted.** A live *sitemap.xml* that returns 200 (not an empty file), submitted in Google Search Console.
- ☐ **robots.txt is intentional.** It does not block CSS, JS or anything you actually want indexed.
- ☐ **Speed on mobile.** Largest Contentful Paint under 2.5s and no layout shift — test with PageSpeed Insights on a phone profile.
- ☐ **Clean URLs.** Short, readable, hyphenated, keyword-relevant. No dates, IDs or parameter soup.
- ☐ **No accidental noindex.** Check key pages for a rogue *noindex* tag or a page-builder “hide from search” toggle.
- ☐ **Broken links and 404s.** Internal links all resolve; old URLs 301 to their closest equivalent.
- ☐ **Structured data.** LocalBusiness / Organization, Service and FAQ schema, validated with no errors.
- ☐ **Core Web Vitals clean in Search Console** — or a documented plan and owner for each failing URL group.

Common miss

A “sitemap” that returns an empty file, or a staging site still set to noindex. Both silently remove you from search.

02 On-page & content

- ☐ **One clear H1 per page** that states the service and the place — not the company slogan.
- ☐ **Title and meta description** written per page (not templated across dozens of pages), within length limits.
- ☐ **A page per service.** “SEO” should not be one page covering SEO, web design and social — each deserves its own page.
- ☐ **A page per service + suburb** for the areas you actually serve, with genuinely local content — not spun duplicates.
- ☐ **Answer the buyer question.** Price, process, timeline, what is included — on the page, in plain English.
- ☐ **Proof.** Named results, numbers, screenshots and reviews. Claims without evidence do not rank or convert.
- ☐ **Internal links** from high-traffic pages to the pages that should rank, with descriptive anchor text.
- ☐ **Keyword-thin pages consolidated.** Two weak pages usually beat nothing — one strong page beats both.
- ☐ **Content depth.** Each commercial page answers the next three questions a buyer would ask.
- ☐ **Refresh cadence.** Top pages reviewed and updated at least twice a year, with the date shown.

Rule of thumb

If a page does not answer “what is it, who is it for, what does it cost, and why you?” — it is not finished.

03 Local search

For most service businesses, the local map pack and AI recommendations are the highest-intent traffic you will ever get.

- ☐ **Google Business Profile claimed and verified**, with the correct primary category and real service areas.
- ☐ **NAP consistent** — name, address, phone identical on the site, GBP, Apple Maps and every directory.
- ☐ **Hours, services and attributes** complete, including “online appointments” and payment options.
- ☐ **Photos** of the team, premises and work — refreshed regularly, not stock.
- ☐ **Reviews flowing.** A simple ask-at-the-right-moment process, and every review gets a reply.
- ☐ **Posts and Q&A** used monthly; common questions answered in the profile.
- ☐ **Local citations** on the directories that matter in your industry — clean, not spammy, no duplicates.
- ☐ **Local landing pages** linked from GBP and matching the service areas you actually want.

Local + AI is one job now

AI assistants pull local facts from the same sources Google does: your profile, your site, your reviews. Inconsistent details cost you the recommendation.

04 GEO — being cited by AI

- ☐ **Test yourself.** Ask ChatGPT, Gemini, Perplexity and Google AI Overviews your top five buyer questions. Note who gets named — and whether you do.
- ☐ **Crawlable by AI bots.** Confirm you are not blocking GPTBot, PerplexityBot, ClaudeBot, Google-Extended and friends in robots.txt or at the firewall.
- ☐ **Entity clarity.** Your business, services, location and specialties stated explicitly and consistently, in text (not just images).
- ☐ **Answer-shaped content.** Short, direct answers to real questions — the format assistants can lift and quote.
- ☐ **FAQ blocks per service page,** marked up with FAQPage schema.
- ☐ **Third-party corroboration.** Mentions on directories, industry sites, press and review platforms — AI engines weight outside sources heavily.
- ☐ **Fresh, dated content.** Engines prefer pages that show they are maintained, with visible dates and author.
- ☐ **Consistent facts everywhere.** Hours, pricing model, service area and guarantees matching across site, profiles and listings.
- ☐ **Author and business credibility.** Named people, real bio, qualifications and a linked About page.
- ☐ **Re-test monthly** and log the answers — which engines cite you, on which questions, and what changed.

Why this is the differentiator

Most agencies still optimise for blue links only. GEO is where buyers are moving — and where early movers win the recommendation before competitors notice.

05 Measurement & reporting

If it is not measured, it is not being managed. These are the numbers we report on every month.

- ☐ **Google Search Console verified** — impressions, clicks, average position and the actual queries you appear for.
- ☐ **GA4 installed correctly**, with a conversion event for every real enquiry: form, call, booking, chat.
- ☐ **Call tracking** so phone enquiries are attributed to a source, not guessed.
- ☐ **Rank tracking** on a defined keyword set — by service and by suburb, tracked over time.
- ☐ **AI citation tracking** — a monthly log of the questions you were named on and by which engines.
- ☐ **One report, plain English.** Rankings, traffic, enquiries and what we are doing next — not a data dump.
- ☐ **Baseline documented** before work starts, so the improvement is provable later.
- ☐ **Monthly review.** A standing 20 minutes to agree priorities for the next month.

Found

Impressions, rankings, map views.

Chosen

Clicks, calls, forms, bookings.

Cited

AI mentions across ChatGPT, Gemini, Perplexity.

DO THIS NOW

Your scorecard

Score each area 0–5. Be honest — the lowest numbers are your fastest wins.

AREA	WHAT “5” LOOKS LIKE	SCORE
Technical SEO	Fast, indexable, clean structure, no errors.	/5
On-page & content	A strong page for every service you sell.	/5
Local search	Complete profile, real reviews, consistent NAP.	/5
GEO / AI visibility	Named by assistants on your key questions.	/5
Measurement	Every enquiry attributed and reported monthly.	/5

0–10

Foundation first. Fix technical and one core page, then build.

11–18

You have assets. The win is local + GEO, done properly.

19–25

Defend and expand: freshness, citations, new service pages.

Want your real score, not a guess?

We will run the full audit on your site and show you the gaps on a free 30-minute call.

Ten quick wins

Practical, low-cost, and doable while the bigger work is planned.

- 1 **Verify Search Console and submit your sitemap.** You cannot fix what you cannot see.
- 2 **Fix your two slowest pages.** Usually images and render-blocking scripts.
- 3 **Rewrite the H1 and title** on your highest-value service page to name the service and the area.
- 4 **Complete your Google Business Profile** — services, hours, photos, areas.
- 5 **Ask five happy clients for a review** this month, and reply to every one.
- 6 **Add an FAQ block** with schema to each main service page.
- 7 **Check robots.txt for blocked AI crawlers.** Many sites block them by accident.
- 8 **Consolidate two thin pages** into one strong page and 301 the weaker one.
- 9 **Track your enquiries.** One conversion event per form, call and booking.
- 10 **Test your top five buyer questions in ChatGPT and Perplexity.** Log who gets named.

Free • 30 minutes • no pitch

Let's find the rankings and leads your site is losing — and fix them.

On the call we audit your site live, show you the fastest wins, and you leave with a clear plan whether or not we work together.

Book your free strategy call

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