

AI Search Optimization (GEO)

COMPANION TOOLKIT

Worksheets, checklists, and implementation records

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Published by Executive AI Press | Version 1.0 | 2026

How to Use This Toolkit

Use a fresh copy for each initiative, page, workflow, or review cycle. Complete the fields with accountable owners, evidence, and dates. Adapt each template to your organization's approved legal, privacy, security, risk, and operational processes.

These resources are educational starting points. They do not replace professional advice or organizational approval.

GEO Readiness Audit

Book: *AI Search Optimization (GEO)*

Author: Ethan B. Cross

Version: 1.0

Page identity

Field	Entry
Page URL	
Primary customer question	
Intended decision or next action	
Page owner	
Review date	

Answer clarity

- ☐ The page answers one specific customer question near the top.
- ☐ The direct answer uses plain language and avoids vague claims.
- ☐ Conditions, limitations, and exceptions are visible.
- ☐ The page explains what happens next.
- ☐ Terminology matches related pages.

Trust and verification

- ☐ Business name, location, service area, and contact details are consistent.
- ☐ Material claims have supporting explanation or evidence.
- ☐ Pricing and timing statements explain the variables that affect them.
- ☐ The responsible author, team, or business is identifiable.
- ☐ The page has a visible update or review process where appropriate.

Structure and discovery

- ☐ Headings follow the questions a customer would ask.
- ☐ The page links to its main topic hub and relevant supporting pages.
- ☐ No competing page targets the same intent without a clear relationship.
- ☐ Structured data matches the visible content.
- ☐ The page can be understood without relying on images alone.

Priority repairs

Gap	Reader impact	Repair	Owner	Due date	Verification

Answer-First Page Brief

Define the need

Customer question:

Decision the customer needs to make:

Desired outcome:

Page type and primary intent:

Draft the answer

Direct answer in two to four sentences:

Supporting point 1:

Supporting point 2:

Supporting point 3:

Conditions or exceptions:

Recommended next action:

Evidence and accountability

Claim or guidance	Supporting source	Owner	Last verified	Limitation

Publishing gate

- ☐ The answer appears before background detail.

- ☐ Every material claim is supportable.
- ☐ The page distinguishes facts from estimates or judgment.
- ☐ The next action is specific and appropriate.
- ☐ A reader can understand who provides the service or guidance.

Topic Cluster and Internal-Link Map

Hub definition

Main topic or service:

Hub URL:

Primary intent owned by the hub:

Page owner:

Supporting pages

Supporting page	Customer question	Link to hub	Hub links back	Anchor text	Conflict or gap

Structure checks

- ☐ One hub owns the main intent.
- ☐ Supporting pages address distinct questions.
- ☐ Links use clear, descriptive anchor text.
- ☐ Location pages connect to relevant service hubs.
- ☐ Page templates place core facts in consistent locations.
- ☐ Redirects and canonical URLs prevent competing versions.

Next repairs

Priority	Change	URL	Owner	Due date	Completion evidence
1					

Priority	Change	URL	Owner	Due date	Completion evidence
2					
3					

Visibility Measurement Scorecard

Measurement scope

Business outcome:

Priority topics or questions:

Baseline period:

Review cadence:

Accountable owner:

Scorecard

Measure	Definition	Baseline	Current	Target	Source	Owner	Limitation
Qualified organic visits							
Search impressions							
Branded search demand							
Assistant citations or mentions							
Referral visits from answer tools							
Leads or conversions							
Content corrections required							

Observation log

Date	Query tested	Surface	Result	Source cited	Accuracy	Action

Decision

Continue, revise, expand, pause, or stop:

Evidence supporting the decision:

Next review date:

90-Day GEO Action Plan

Outcome and scope

Business outcome:

Priority service or topic:

Executive owner:

Operating owner:

Baseline date:

Days 1 to 30: Clarify and repair

- ☐ Select the pages tied to the highest-value customer questions.
- ☐ Complete the GEO readiness audit for each page.
- ☐ Correct business identity and service-area inconsistencies.
- ☐ Rewrite one priority page in an answer-first format.
- ☐ Define the hub page and supporting-page relationships.
- ☐ Record baseline measures and known measurement limits.

Days 31 to 60: Structure and verify

- ☐ Apply consistent page templates to priority content.
- ☐ Add or repair internal links between hubs and supporting pages.
- ☐ Align structured data and metadata with visible page content.
- ☐ Add evidence, authorship, and update accountability where appropriate.
- ☐ Test priority customer questions and record the observed answers.

Days 61 to 90: Measure and decide

- ☐ Compare current performance with the baseline.
- ☐ Review citations, referral visits, leads, and content corrections.
- ☐ Identify pages that need consolidation, expansion, or retirement.
- ☐ Decide which topic cluster to improve next.
- ☐ Assign owners and the next review date.

Review record

Decision	Evidence	Conditions	Owner	Due date	Next review

Continue Your Learning

Visit ExecutiveAIPress.com for reader updates and future publications.