FREE FIELD SHEET · Nº 007
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KEYWORD GEO

THE GEO CHECKLIST

Getting cited by AI Overviews, ChatGPT and Perplexity

CHECKS	DO FIRST	PARTS	COST
31	5	6	Free



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10+ yrs · $5M+ ad spend managed · 150+ page-one rankings

Generative Engine Optimisation is optimising to be quoted inside an AI-generated answer, rather than to rank beneath it. Different goal, overlapping mechanics, and the technical foundation is still ordinary SEO.

ON THIS SHEET

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TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/GEO

PART 1 OF 6 — 4 CHECKS

The foundation nobody skips

There is no special AI schema and no separate AI index. If a page cannot be crawled and indexed, it cannot be cited.

☐ 1.1 DO FIRST

The page is indexed and eligible for snippets

Paste the URL and look for 'URL is on Google'. Then check the page has no nosnippet or max-snippet:0 in its robots meta tag, which stops it being quoted.

WHERE `Search Console › URL Inspection`

☐ 1.2

You are not blocking AI crawlers you actually want

GPTBot, OAI-SearchBot, PerplexityBot, ClaudeBot, Google-Extended. Decide deliberately, many sites block them by accident via a copied robots.txt.

WHERE `yoursite.com/robots.txt`

☐ 1.3

Content renders server-side

Crawlers that don't execute JavaScript see nothing on a client-rendered page.

☐ 1.4

Core Web Vitals pass

Same technical baseline as ordinary search.

PART 2 OF 6 — 6 CHECKS

Answer-first structure

This is the single biggest behavioural change from classic SEO writing.

☐ 2.1 DO FIRST

The first 200 words answer the question completely

Do not build up to the answer. An AI extracting a citation reads the top of the page and moves on.

☐ 2.2

One clear question per page, phrased the way people ask it

Content built around real questions gets used more often in AI answers.

☐ 2.3

A plain-English summary near the top, before any nuance

☐ 2.4

Headings are questions, and the paragraph beneath answers that question

Makes each section independently quotable.

☐ 2.5

Self-contained paragraphs

A paragraph that depends on the one before it cannot be lifted as a citation.

☐ 2.6

Definitions stated explicitly rather than assumed

PART 3 OF 6 — 6 CHECKS

The things that measurably raise citation rate

Princeton's GEO research found citing sources, adding statistics and including quotations improved AI visibility by roughly 30-40% over unoptimised content.

☐ 3.1 • DO FIRST

Specific statistics with a named source and date

☐ 3.2

Direct quotations from identifiable experts

☐ 3.3

Outbound citations to primary sources

Counter-intuitive for classic SEO instincts. It works here.

☐ 3.4

Concrete numbers rather than vague ranges

'43% of sites fail INP' gets cited. 'Many sites struggle' does not.

☐ 3.5

Dates on everything

AI systems strongly prefer content they can age.

☐ 3.6

Original data nobody else has

The most durable advantage available. Your own aggregated findings cannot be reproduced by a competitor.

PART 4 OF 6 — 5 CHECKS

Entity and authorship signals

☐ 4.1 DO FIRST

A real, named author with a genuine bio and credentials

☐ 4.2

Author entity linked across the web consistently

Same name, same photo, same bio on LinkedIn, your site and your profiles.

☐ 4.3

Organization schema with sameAs links to your real profiles

☐ 4.4

The brand is described consistently everywhere

AI systems assemble an entity from many mentions. Contradictory descriptions weaken it.

☐ 4.5

Third-party mentions exist

Being described by other sites matters more here than link equity does.

PART 5 OF 6 — 5 CHECKS

Formats that get quoted

☐ 5.1

Comparison content, X vs Y

Heavily surfaced in AI answers.

☐ 5.2

Tables with clear headers

Easy to extract, easy to attribute.

☐ 5.3

Numbered step-by-step processes

☐ 5.4

A genuine FAQ answering questions people actually ask

☐ 5.5

Pros and cons stated honestly, including the cons

Balanced content gets cited more than promotional content.

PART 6 OF 6 — 5 CHECKS

Measurement

☐ 6.1 DO FIRST

A tracked list of prompts your buyers would plausibly type

Start with 20. Run the prompt below in ChatGPT, keep the questions a real buyer would ask, and save them in a sheet with a column per AI tool.

COPY THIS

```
List 20 questions a [your customer, e.g. restaurant owner in Dubai] would ask an AI assistant before hiring a [your service]. Mix early research questions, comparison questions and 'best [service] in [city]' questions. One per line, no commentary.
```

☐ 6.2

Checked monthly across ChatGPT, Perplexity, Gemini and AI Overviews

Manually is fine to start. Consistency matters more than tooling.

☐ 6.3

Referral traffic from AI sources segmented in GA4

chatgpt.com, perplexity.ai, gemini.google.com and copilot.microsoft.com arrive as ordinary referrals. Filter the source column for them.

WHERE `GA4 › Reports › Acquisition › Traffic acquisition › Session source / medium`

☐ 6.4

Branded search volume tracked as a proxy

AI citations often produce a later branded search rather than a click.

☐ 6.5

Accept that citation without a click is still a win

Being the source the answer is built from shapes the buyer before they ever search.

THE SHORTEST PATH

Take your five highest-intent pages. Rewrite the first 200 words of each so they answer the question outright, add one sourced statistic and one dated reference. That is a morning's work and it is most of the available gain.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

- **Book a free call** hamzajameel.com/book-a-call/
- **Free SEO audit** hamzajameel.com/free-seo-audit/
- **Instagram** @ihamza.jameel
- **YouTube** @ihamzajamil

SOURCES

1. Princeton GEO research on citation-improving methods, arxiv.org/abs/2311.09735
2. Google Search Central on AI features, developers.google.com/search/docs/appearance/ai-features