

GEO readiness checklist

Twelve checks for a useful, accessible business website. Start with Google Search fundamentals; this is not a ranking score or a guarantee of AI citations.

☐ 01 / Open the priority page

Confirm the public URL loads successfully without a login. Record the exact URL and date.

☐ 02 / Check crawl access

Ask the site owner to check robots.txt and hosting rules for unintended Googlebot blocks.

☐ 03 / Inspect indexing

Use Search Console URL Inspection. Record indexed, excluded or unknown; investigate the reported reason.

☐ 04 / Check indexing and snippet controls

Confirm noindex or snippet restrictions are not accidentally applied to a page intended for discovery.

☐ 05 / Check the preferred URL

Review the canonical URL and redirect destinations. Keep useful existing page addresses stable.

☐ 06 / Follow internal links

Reach the page through relevant navigation or another useful page. Fix broken links and missing destinations.

Clarity, proof and measurement

For each item, record: checked / needs work / unknown. Keep the evidence, not just a tick.

☐ 07 / Read the actual page text

Put the service, audience and important facts in readable text, not only in an image or video.

☐ 08 / Make the offer specific

Name what is included, who it serves and the next step. Replace vague claims with accurate descriptions.

☐ 09 / Support the claims

Use real examples and sources. Label illustrations and estimates; do not invent testimonials or outcomes.

☐ 10 / Check titles and business details

Use a descriptive page title. Review service areas, contact details and relevant business profiles for accuracy.

☐ 11 / Check structured data and usability

If structured data exists, compare it with visible content. Test reading, links and contact access on a phone.

☐ 12 / Record evidence and revisit

Keep a dated baseline. Track indexing, impressions, clicks and rankings separately; assign each correction an owner.

Turn checks into a next step

Choose the most important unresolved issue. Agree any access or test with the owner before changing settings, submitting forms or paying for tools.

Page / URL

Finding and evidence

Next action

Owner and due date

What will prove the fix works

What this checklist does not promise

Google says its existing SEO guidance also applies to AI Overviews and AI Mode; no special AI markup is required. Eligibility does not guarantee crawling, indexing, ranking or inclusion. Other AI products have their own controls. Treat this as a work checklist, not a certification.

Sources checked 22 September 2026

Google Search Central: AI features and your website

<https://developers.google.com/search/docs/appearance/ai-features>

Google Search Central: SEO Starter Guide

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>