GEO Audit Checklist

26 checks for AI search visibility, each with how to test it, what a pass looks like and a priority

Use this checklist to find what stops ChatGPT, Gemini, Perplexity, Google AI Overviews and Google AI Mode from reading, trusting and citing your site. Tick a box only when the check passes. For baseline checks (19-26), a pass must hold across repeat runs on different days.

Scope	Run it on your 10-30 priority pages, not the whole site.
High priority	The issue blocks AI citations or spreads a wrong fact about your brand.
Medium priority	The issue lowers your odds of being cited.
Areas 1-4	Technical and content basics to confirm alongside the audit.
Area 5	The AI visibility baseline: the GEO audit itself, mapped to the 8 dimensions of Addlly AI's GEO Audit.
Cadence	Re-run Area 5 monthly with the same fixed prompts. Recheck Areas 1-4 after any migration, redesign, CDN change or robots.txt edit.

The five areas

1. AI crawler access	Checks 1-5 (5)	Technical basic to confirm alongside the audit.
2. Content and citation readiness	Checks 6-10 (5)	Technical basic to confirm alongside the audit.
3. Structured data and entity clarity	Checks 11-14 (4)	Technical basic to confirm alongside the audit.
4. Trust and off-site signals	Checks 15-18 (4)	Technical basic to confirm alongside the audit.
5. AI visibility baseline	Checks 19-26 (8)	The GEO audit itself. Maps to the 8 dimensions of Addlly AI's GEO Audit.

Area 1: AI crawler access

Technical basic to confirm alongside the audit.

	#	Check	How to check	Pass looks like	Priority
☐	1	**AI search crawlers are allowed**	Read the robots.txt rules for OAI-SearchBot, Claude-SearchBot, PerplexityBot, Googlebot and Bingbot	No user agent used for search is disallowed on priority pages	**High**
☐	2	**Firewall and CDN let AI bots through**	Filter server logs by user agent and compare IPs with the ranges OpenAI and Perplexity publish	AI bots get 200 responses, not 403 errors or challenge pages	**High**
☐	3	**Priority pages are indexed**	URL Inspection in Google Search Console and Bing Webmaster Tools, plus sitemap lastmod dates	Indexed, self-canonical and listed in the XML sitemap with accurate dates	**High**
☐	4	**Main content is in the HTML**	"View crawled page" in URL Inspection, or fetch the raw HTML and search for key facts	Answers, prices and specs appear as text, not just in scripts, images or PDFs	Medium
☐	5	**Nothing opts pages out of Google's AI features**	Search Console Settings for the Search generative AI control, and page source for nosnippet or max-snippet	The setting is "Include" and no snippet limits sit on pages you want cited	**High**

Area 2: Content and citation readiness

Technical basic to confirm alongside the audit.

	#	Check	How to check	Pass looks like	Priority
☐	6	**The answer comes first**	Read the first paragraph under the H1 on its own	It answers the main question in 40-60 words and names the subject	**High**
☐	7	**Headings match real questions**	Compare H2s with the prompts buyers type into AI engines	Most H2s are questions, and each section makes sense read alone	Medium
☐	8	**Facts sit in extractable formats**	Check where specs, prices, steps and comparisons live	They sit in tables, lists or text definitions with labelled rows and columns	Medium
☐	9	**Claims are sourced and current**	Spot-check five statistics on each page	Each one links to a dated primary source, and the page shows an updated date	**High**
☐	10	**One page answers one intent**	Run a site: search and review the Search Console query report	No two blog posts or comparison pages split the same query	Medium

Area 3: Structured data and entity clarity

Technical basic to confirm alongside the audit.

	#	Check	How to check	Pass looks like	Priority
☐	11	**Organization schema identifies the brand**	Run the homepage through the Schema.org validator	Name, logo, URL and sameAs links match the About page and official profiles	Medium
☐	12	**Templates carry the right schema types**	Test one URL per template in Google's Rich Results Test	Article schema with a Person author on blog posts, Product schema on product pages	Medium
☐	13	**Schema matches visible content**	Compare schema values with the text on the page	No errors, and no ratings, dates or claims that aren't visible	Medium
☐	14	**Entity facts are consistent everywhere**	Compare name, category and products across your own website, Google Business Profile, LinkedIn and directories	The same description everywhere, with no retired products or old positioning	**High**

Area 4: Trust and off-site signals

Technical basic to confirm alongside the audit.

	#	Check	How to check	Pass looks like	Priority
☐	15	**Authors are named and credible**	Check bylines, bio pages and Person schema	Every post has a named author with relevant experience and a linked bio	Medium
☐	16	**Pages carry original evidence**	Count first-party data points, screenshots and case studies on priority pages	Each priority page has at least one fact nobody else can publish	Medium
☐	17	**The brand appears on domains AI cites**	Take the top cited domains from check 21 and search each one for your brand	You are present on the review sites, publications and comparison pages that win citations	**High**
☐	18	**Third-party descriptions are accurate**	Read your entries on review sites, directories and Wikipedia	Wrong facts are logged and corrected at the source	**High**

Area 5: AI visibility baseline

The GEO audit itself. Maps to the 8 dimensions of Addlly AI's GEO Audit.

	#	Check	How to check	Pass looks like	Priority
☐	19	**Query Universe Coverage**	Turn buyer questions from search, forums and reviews into a fixed prompt set	The prompt set covers the category's real questions, not just branded ones	**High**
☐	20	**AI Visibility Score and Share of Voice**	Run the prompts on all AI platforms and log mentions against named competitors	Mention rate and share of voice recorded per platform, never averaged	**High**
☐	21	**Citation Source Forensics**	Log every cited URL in each AI answer and classify it	Each source is tagged owned, competitor-driven or third-party	**High**
☐	22	**Sentiment and Brand Framing**	Read how each engine describes you	Tone and exact wording logged, with wrong or negative claims flagged	Medium
☐	23	**Content Type Mix**	Group cited URLs by format	You know which formats (guides, reviews, product pages) earn citations	Medium
☐	24	**Competitor Signal Analysis**	Run the same analysis for named rivals	You can explain where and why competitors are cited instead of you	**High**
☐	25	**Commerce and PDP Readiness**	Check product prompts against your site and marketplaces	Product pages appear as sources with correct specs	Medium (High for ecommerce)
☐	26	**Market and Language Coverage**	Run the prompt set in each market and language	Visibility recorded for every market you sell in	Medium (High for multi-market brands)

How to prioritize your fixes

Fix what blocks access or spreads wrong facts first, then close citation gaps, then improve page structure. Re-run the baseline after each batch so you can tie changes in AI visibility to specific fixes.

1	**AI crawler access blockers**	Checks 1-3 and 5
2	**Wrong facts**	Checks 14, 18 and 22
3	**Citation-source gaps**	Checks 17, 21 and 24
4	**Content structure and evidence**	Checks 6-10, 15 and 16
5	**Rendering and schema hygiene**	Checks 4 and 11-13

Baseline log (checks 19-26)

One row per prompt, per engine, per run. Report mention rate and citation rate per engine, never averaged.

Date	Engine	Prompt	Run	Brand named? (Y/N)	Own site cited? (Y/N)	Main cited sources	Sentiment	Competitors named

Get your GEO audit

Addlly AI's GEO Audit runs 250+ consumer-style prompts per brand across ChatGPT, Gemini, Perplexity, Google AI Overviews, Google AI Mode, Claude and Microsoft Copilot. It traces the sources behind every answer and turns the gaps into a prioritized action plan.
addlly.ai/geo-audit/