CHECKLIST · AI SEARCH

The GEO audit: *12 checks I run first*

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Run them in order. Access comes first, because a page AI crawlers can't read can't be cited. Every check uses free tools: curl, your logs, Search Console, Bing Webmaster Tools, the Rich Results Test and a spreadsheet.

ACCESS

- ☐ 1 **AI crawler rules in robots.txt**
  Test: open /robots.txt and look for rules naming OAI-SearchBot, Claude-SearchBot, PerplexityBot, GPTBot, ClaudeBot, Google-Extended and CCBot. **Pass:** search crawlers allowed; training crawlers allowed or blocked on purpose.

- ☐ 2 **Firewall and CDN blocks**
  Test: curl a key page as a browser, Googlebot and each AI search crawler; then read your server or CDN logs. **Pass:** the same status and size for every user agent, and 200s for the real crawlers in your logs.

- ☐ 3 **Page text in the raw HTML**
  Test: strip scripts from the raw HTML and search for a phrase from the page; check that JSON-LD sits in its own script tag. **Pass:** text, prices, FAQ answers and structured data all in the server HTML.

- ☐ 4 **Indexed and eligible for AI answers**
  Test: URL Inspection in Search Console and Bing; Settings > Search generative AI; robots meta tags and X-Robots-Tag. **Pass:** key pages indexed in both, site included, no noindex, nosnippet, noarchive or small max-snippet.

VISIBILITY

- ☐ 5 **A baseline of buyer questions**
  Test: 20 to 30 questions (what is, best for, you vs rival, alternatives, pricing) in ChatGPT, Perplexity, Gemini and Google, logged out. **Pass:** every answer logged as read, cited, named or recommended.

- ☐ 6 **Each question, more than once**
  Test: run each question three to five times and roll the runs into a rate, such as "named in 3 of 5". **Pass:** rates, re-run monthly with the same questions.

- ☐ 7 **Who gets cited instead**
  Test: sort every cited source into your pages, rivals, roundups, review directories and forums. **Pass:** you know the ten third-party sites that feed your category, and whether you're listed accurately on each.

ACCURACY

- ☐ 8 **Your pages agree with each other**
  Test: `site:yourdomain.com "[old price]"`; compare pricing, help center, blog CTAs, markup and llms.txt with one master list. **Pass:** one price, plan list and description across the site.

- ☐ 9 **Other sites agree with you**
  Test: ask "How much does [brand] cost?" and open every cited page; check review, launch and marketplace profiles. **Pass:** every profile you control matches your site.

QUOTABILITY

- ☐ 10 **Answer-first passages**
  Test: read the first two sentences under each heading on pricing, product and comparison pages. **Pass:** each one answers a buyer question on its own; comparisons sit in tables with dated numbers.

- ☐ 11 **Structured data that tells the truth**
  Test: Rich Results Test; sameAs links open, logo at least 112px square, the type fits, prices are real. **Pass:** Organization and Product markup in the server HTML, every value true.

- ☐ 12 **One clear entity**
  Test: search your brand name alone; ask ChatGPT "What is [brand]?" in a fresh session. **Pass:** results describe you, with one spelling across site, markup and profiles.

llms.txt is optional: Google Search ignores it. Schema needs no special AI markup.

Want it run for you?
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