

Your **GEO** checklist:

Optimising for AI visibility

Large language models (LLMs) now shape how brands are discovered, evaluated and bought. But AI can only reference brands it can find, understand and trust. Use these content and website checklists to enhance your GEO (generative engine optimisation).

Content **GEO**

AI systems prioritise content that's clear, credible and well structured. Follow these principles to ensure your content is recognised and recommended.

■ **Use explicit entity referencing**

- Make it clear who and what you're referring to
- Use brand names, people's names and provide context e.g. job titles, short explainers of what something is or someone does

■ **Proprietary data is incredibly powerful and signals authority**

- Make sure that you're leveraging your research studies fully, including with graphics

■ **Include FAQs to signal relevance, credibility and authority to AI systems**

- Includes these either within an 'answer hub' areas or as brief question/answer pairs under your content.

■ **Visual content still matters**

- Use images, charts and infographics to further drive traffic.
- Include attribution codes

■ **Summarise key points at the top of each piece**

- Have a short standfirst or summary

■ **Write journalistically with specific data points and facts**

- Use the inverse pyramid structure with the most important information at the top of the article, and then add in less important points as the article continues.
- Include a date at the top of the article

■ **Have industry glossaries and explanatory content**

- LLMs favour educational information, so having terms defined and concepts explained are helpful to the bots.

Remember: Quality counts. Make your content easy and enjoyable for humans to read, as sloppy content harms your visibility.

Optimising your website for AI visibility

AI can't recommend what it can't crawl. This technical checklist will help you structure your site so that your content can be found, read and understood.

■ Robots.txt & crawl settings

- Ensure important pages aren't blocked from AI crawlers
- Include sitemap references so crawlers know where to look

■ XML sitemap

- Keep your sitemap clean and current with only pages you want indexed

■ Canonical tags & redirects

- Use canonical tags to avoid duplicate content issues
- Remove redirect chains that slow crawlers down

■ Structured data (schema markup)

- Add schema markup so AI systems understand your content (Organisation, Article, Product, etc.)

■ Internal Linking & site structure

- Build a clear site hierarchy with descriptive link text
- Keep important pages within three clicks of your homepage

■ Metadata & headings

- Write consistent, descriptive title tags and meta descriptions
- Use proper heading structure (H1, H2, H3) to show content hierarchy

■ CDN / edge platform

- Use a CDN like Cloudflare to speed up delivery and improve security

■ Page speed / core web vitals

- Optimise load times (slow sites get crawled less frequently)
- Remove elements that block page rendering

■ Server-side rendered HTML

- Serve clean HTML content that crawlers can read easily
- Don't hide important content behind JavaScript

■ Monitoring & crawl health

- Use Search Console to spot and fix crawl issues
 - Fix broken links that damage your site's credibility
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Want to take control of your AI visibility?

Our GEO audit reveals what AI systems are saying about your brand. Our content, PR and technical optimisation services can then help you build your presence.

[Explore our GEO services](#)

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