storyblok

The Naughty or Nice GEO Checklist for Marketers



Have you kept your content on the Nice List for search engines and AI models this year?

2025 was the year of GEO, structured content, and AI-ready optimization. But how well did your content hold up under all that scrutiny?

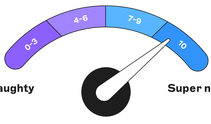
Grab your cocoa and use this Naughty or Nice checklist to spot your strongest areas — and see where a little extra holiday magic could take your strategy even further in 2026.

Mark one point for every “Nice” you can honestly check off.



	NAUGHTY 😈	NICE 😇
E-E-A-T PRINCIPLES	☐ Author bios or citations missing on a few key pages.	☐ You've nailed credibility with bios, credentials, and authoritative sources.
CONTENT ACCURACY	☐ A few outdated stats still linger in older blogs.	☐ You regularly update and refresh data to stay current.
EMERGING TOPICS	☐ You catch up on trends, but rarely lead them.	☐ You stay ahead by spotting new topics before competitors.
BRAND MENTIONS, BACKLINKS & SOCIAL PROOF	☐ Your brand is keeping a low profile — time to get some buzz going.	☐ People are talking — you've earned mentions, reviews, and backlinks that build real trust.
STRUCTURED CONTENT & FORMATTING	☐ Some pages feel like text walls without clear hierarchy and structure.	☐ Your content is well organized with clear H1s, subheadings, and FAQs.
STRUCTURED DATA & SCHEMA	☐ You rely on what's visible — nothing tells search or AI what's behind the scenes.	☐ You're using schema markup and structured data to help AI understand your content.
VISIBILITY TESTING	☐ You occasionally check how your content appears in AI tools or search results.	☐ You regularly test and track your visibility in generative engines like ChatGPT, Perplexity, or SGE — and adjust based on insights.
CMS FLEXIBILITY	☐ Your CMS works fine, but updating or scaling across channels takes time.	☐ You've moved to a more flexible setup (like a headless CMS) — faster updates, better structure, and future-proof scalability.
GEO MATURITY	☐ You're building your foundation, but there's room to grow.	☐ You're operating at advanced maturity — structured, credible, and optimized.
TOOLS & TRACKING	☐ You rely on manual checks and a few spreadsheets.	☐ You've automated your toolkit — tracking GEO performance efficiently.

Score Yourself!



0-3
The GEO Apprentice
You're just getting started — and that's perfectly fine. Even Santa began with training wheels.

7-9
The GEO All-Star
You're doing great — your content is credible, optimized, and well-structured.

4-6
The Content Elf-in-Training
You're making solid progress. A few structured updates will take you to the next level.

10
The GEO Miracle on 34th Search Result
You've achieved GEO mastery — your content shines brighter than a string of holiday lights.

How to Actually Nail GEO in 2026

No matter where you landed on the list — whether you're proudly Nice or plotting your next-level upgrade — here are some universal GEO tips to keep your content shining bright all season long (and well into 2026).



1 Think like an LLM.
Don't just optimize for search — write for interpretation. Ask: “Would an AI quote this line as an answer?”

2 Keep your top pages evergreen.
Treat your strongest pages like living assets — update and expand them regularly to stay top-of-mind (and top-of-SERP).

3 Earn digital trust, not just backlinks.
Build real relationships with journalists, creators, and communities who'll mention you naturally — trust signals matter more than link counts.

4 Localize emotionally, not just linguistically.
Translate tone and cultural nuance, not just words. What feels credible in one market might sound over-the-top in another.

5 Build systems, not one-offs.
Structure content so it can be easily repurposed, remixed, and scaled — like a content workshop run by Santa's most efficient elves.

6 Experiment relentlessly.
Test your visibility in ChatGPT, Perplexity, and SGE every month — tweak formats and prompts until the AIs “get” your brand.

7 Measure what really matters.
Don't just chase clicks. Track brand mentions, AI visibility, and localized engagement to see your actual GEO impact.

Bonus Tip

Automate what's repetitive so you can focus on what's creative — human storytelling, insights, and ideas that no AI (or elf) can replicate.



Copyright © 2025 Storyblok. All rights reserved.