

Your Content GEO Checklist

Optimize your content for Generative Engine Optimization (GEO) with these top tactics for large language models (LLMs).



1 E-E-A-T Principles

- ✓ Demonstrate **Experience, Expertise, Authoritativeness, and Trust**
- ✓ Include author bios + credentials
- ✓ Cite trusted sources when using research/data

Why it matters:

LLMs favor well-cited, credible, and people-first content.

Quick check:

Review whether every key article has an author bio and at least 2–3 authoritative citations.

Priority:

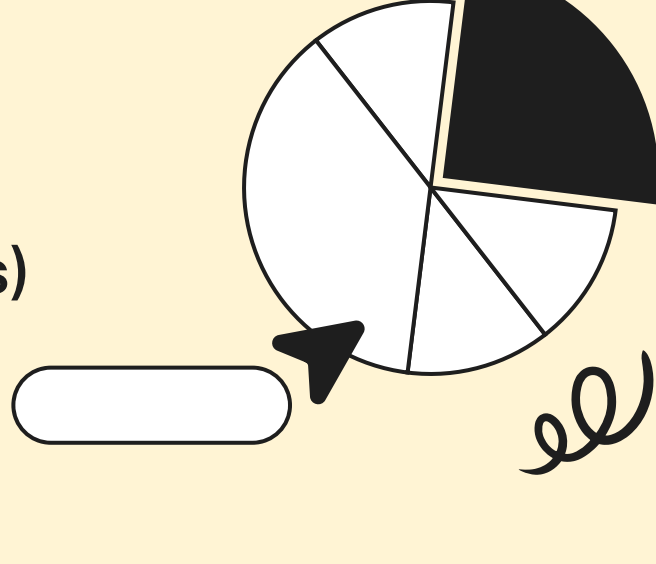
High Impact ☆☆☆

Tools:

Google Search Quality Rater Guidelines, Clearscope, MarketMuse

2 Content Accuracy

- ✓ Update outdated information (pricing, features, details)
- ✓ Refresh old stats with the most recent data
- ✓ Cover new, emerging topics before competitors



Why it matters:

LLMs prioritize fresh, accurate data and reward sources that establish credibility early.

Quick check:

Audit top pages quarterly → flag any statistics or references older than 18 months.

Priority:

High Impact ☆☆☆

Tools:

Google Trends, Statista, BuzzSumo, ContentKing

3 PR & Brand Mentions

- ✓ Build trustworthy backlinks to your content
- ✓ Secure brand mentions in reputable outlets (linked or unlinked)
- ✓ Strengthen topical association across the web

Why it matters:

LLMs pick up on both links and brand mentions to decide which names to trust.

Quick check:

Run a brand mention audit — do you appear in authoritative industry sources?

Priority:

Medium Impact ☆☆☆

Tools:

Ahrefs, SEMrush, Mention, Brandwatch

4 Structured Content

- ✓ Use headings, subheadings, and bullet points
- ✓ Create Q&A formats or tables for easy LLM extraction
- ✓ Add schema markup for context



Why it matters:

Well-structured content is easier for LLMs to parse, quote, and reuse.

Quick check:

Ask: “Can this content be lifted directly into a generated answer?”

Priority:

Medium Impact ☆☆☆

Tools:

Schema.org, Google Search Console, Screaming Frog

5 Visibility Testing

- ✓ Test your content visibility in LLMs (Google SGE, ChatGPT, Perplexity)
- ✓ Adjust content to fill gaps in AI-generated answers
- ✓ Track brand mentions in generative engines over time

Why it matters:

Direct testing shows how LLMs interpret your content — and where you’re missing out.

Quick check:

Run 3–5 queries each month and track if your brand appears in AI overviews.

Priority:

Emerging Best Practice ☆☆☆

Tools:

Perplexity, ChatGPT (with browsing), Google SGE, custom tracking spreadsheets, Otterly.AI

6 Pro Tip: Go Headless

- ✓ Decoupled architecture of a headless CMS keeps your content structured by design
- ✓ Power faster updates across channels (crucial for LLM visibility)
- ✓ Generate GEO-friendly outputs (JSON-LD, structured formats)



Why it matters:

A headless CMS makes GEO sustainable, giving you speed, structure, and scale.

Quick check:

Can your CMS output both human-facing pages and structured data for AI engines?

Priority:

High Impact ☆☆☆

Tools:

Storyblok

Content GEO Maturity Meter

Beginner ☆

No citations, outdated stats, little brand presence

Intermediate ☆☆☆

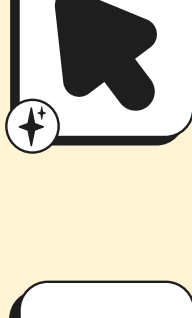
Author bios + citations, structured pages, some brand mentions

Advanced ☆☆☆

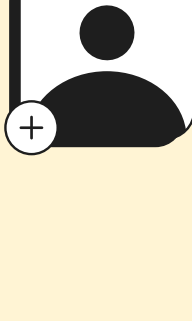
Fresh content, authoritative backlinks, headless CMS powering structured content, and continuous LLM visibility testing.

Create with Joy. Scale with Intelligence.

A headless CMS made for humans. Built for the AI-driven content era.



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