

Your Technical GEO Checklist

Optimize your site for Generative Engine Optimization (GEO) with this step-by-step guide.



1 Structured Data & Metadata

- ✓ Implement **JSON-LD schema markup**
- ✓ Create multiple schemas for each content type (Product, Event, Article, FAQ, etc.)
- ✓ Fill all required + relevant fields

Why it matters:

Helps LLMs and AI search engines understand, contextualize, and cite your content.

Quick check:

Run your page through Google's Rich Results Test.

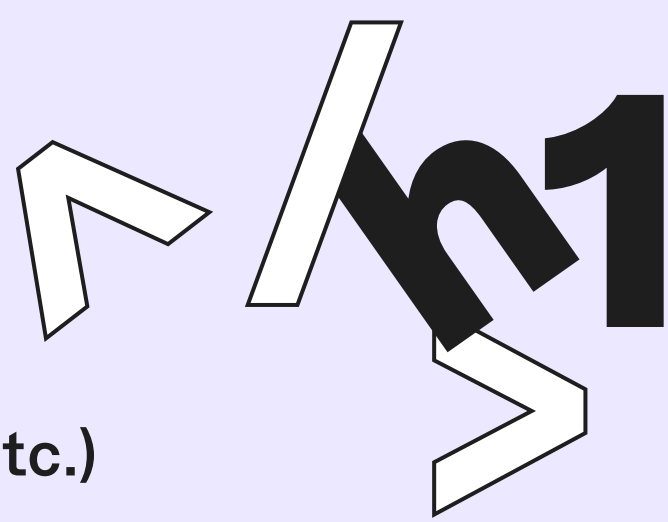
Priority:

High Impact ☆☆☆

Tools:

Google Search Console, Google Rich Results Test, Schema.org

2 Structured Content



- ✓ Use semantic **HTML heading hierarchy** (**<h1>**, **<h2>**, etc.)
- ✓ Add clear image descriptions and alternative text*

Why it matters:

Ensures AI and search crawlers can interpret your content's structure and meaning.

Quick check:

Use the browser "Inspect Element" to review your heading order.

Priority:

Medium Impact ☆☆☆

Tools:

Google Lighthouse, Screaming Frog SEO Spider, Ahrefs Site Audit

** Also important for accessibility.*

3 LLMs.txt File

- ✓ Provide a **markdown file** with key content in **LLM-friendly format**
- ✓ Keep it updated alongside site changes

Why it matters:

Offers LLMs a direct reference to your site's main content for AI answers.

Quick check:

Verify your **/llms.txt** file exists and is accessible in the browser.

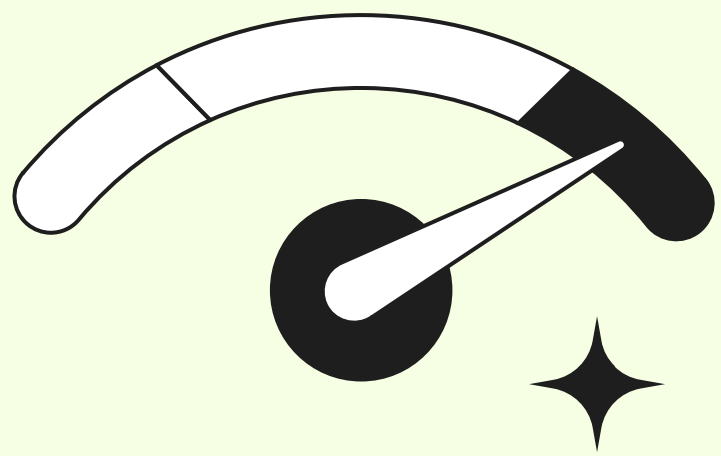
Priority:

Emerging Best Practice ☆☆☆

Tools:

Markdown editors, manual check, GitHub/GitLab

4 Performance & Rendering



- ✓ Prefer **server-side rendering** over client-side
- ✓ Ensure **fast loading speeds** and full content visibility

Why it matters:

AI models (and humans) rely on speed and complete page rendering to capture data.

Quick check:

Use "View Source" — if content is missing, it's likely client-rendered.

Priority:

High Impact ☆☆☆

Tools:

Google PageSpeed Insights, GTMetrix, Lighthouse

5 Headless CMS Advantage

- ✓ Decoupled architecture separates content & presentation
- ✓ GEO-ready by design → structured data + flexible output
- ✓ Deliver content for humans and AIs (frontend + JSON-LD / **llm.txt**)

Why it matters:

A headless CMS supports structured data by design, enabling visibility across AI search.

Quick check:

Confirm your CMS can output JSON-LD or integrate with GEO-friendly APIs.

Priority:

High Impact ☆☆☆

Tools:

Storyblok

GEO Maturity Meter

Beginner ☆

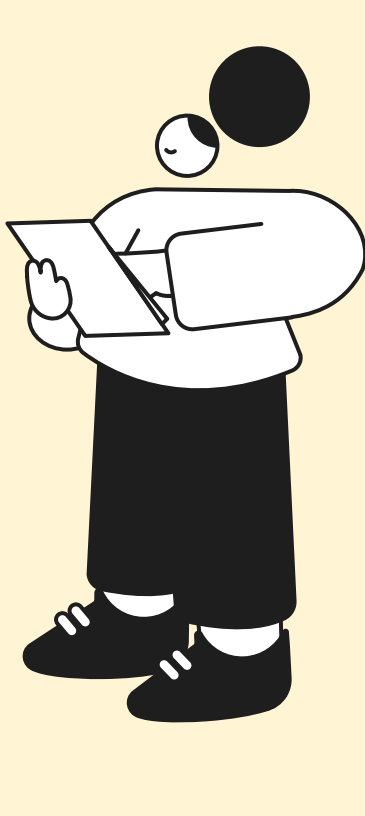
No structured data, client-side rendering, no **llms.txt**.

Intermediate ☆☆

Basic schema + semantic HTML, improving site speed.

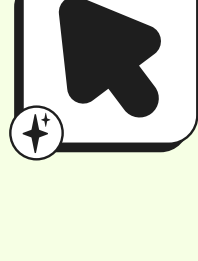
Advanced ☆☆☆

Multi-schema setup, **llms.txt** implemented, fast SSR, headless CMS powering structured delivery.

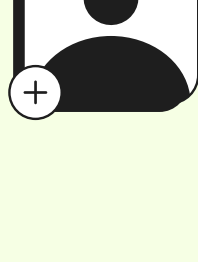


Create with Joy. Scale with Intelligence.

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



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