

AI SEO & GEO CHECKLIST

The **2026 task manager** for
visibility in AI Overviews, AI Mode,
ChatGPT, Perplexity and Gemini —
organized by The WRRAP Around
Method™



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FREE • 2026 EDITION

AI SEO & GEO CHECKLIST

A quick SEO, AEO and GEO task manager for the era of AI Overviews, AI Mode and ChatGPT Search. Work the five pillars in order — White Hat, Reliable, Relevant, Amplification, Performance — then start the loop again.



W White Hat CLEAR, ETHICAL, HUMAN	☐ Open every key page with a TL;DR or direct answer in the first 100 words, in a real voice ☐ State who you are, what you do and where — in plain text, above the fold ☐ Publish first-party content: original data, case studies, client results, point of view ☐ Use firsthand-experience language and named, credentialed authors (E-E-A-T) ☐ Use ChatGPT, Claude or Gemini for outlines and drafts — never for unedited publishing ☐ Edit every AI-assisted draft for voice, accuracy and firsthand insight ☐ Follow Google's spam policies on scaled and unoriginal content NEW
R Reliable ACCURATE, TRUSTED, QUESTION-LED	☐ Do question research, not just keyword research: People Also Ask, Reddit, sales calls, real AI prompts NEW ☐ Add a 5–8 question FAQ block with 2–4 sentence answers to every service and product page ☐ Keep name, address, phone, hours and services identical across site, Google Business Profile and directories ☐ Fully optimize Google Business Profile: categories, services, photos, Q&A, posts ☐ Ask ChatGPT "What does [company] do?" and correct every error at its source NEW ☐ Refresh top content quarterly with new data, dates and AI-friendly formats
R Relevant OWN THE TOPIC FOR YOUR AUDIENCE	☐ Map a pillar page + supporting cluster for each core topic before you write the post ☐ Use question-based H2/H3 headings that match how customers actually ask ☐ Format content as short Q&A, comparison tables and numbered steps ☐ Cover the follow-up prompt: answer the "next question" on the same page NEW ☐ Create pages for local and "near me" intent — one per service area (GEO) ☐ Target featured snippets and People Also Ask — they feed AI answers

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A

Amplification

REACH ENGINES &
AUDIENCES

- ☐ Sitewide Organization schema with sameAs links to social profiles and directories
- ☐ Article + author Person schema on every post; FAQPage and HowTo where relevant
- ☐ LocalBusiness + Service schema for every location and service; Product + Review for e-commerce
- ☐ Validate JSON-LD monthly and fix errors before they cost you citations **NEW**
- ☐ Allow GPTBot, ClaudeBot, PerplexityBot and Google-Extended in robots.txt **NEW**
- ☐ Review CDN/firewall bot rules (e.g. Cloudflare) so AI crawlers aren't blocked **NEW**
- ☐ Publish an llms.txt file that summarizes your business and links your best pages **NEW**
- ☐ Fast, mobile-first, HTTPS experience that passes Core Web Vitals
- ☐ Descriptive meta titles and descriptions; alt text on every image
- ☐ Clean crawlability, internal linking, breadcrumb schema, current sitemaps; submit new pages via IndexNow
- ☐ Repurpose each answer across social, email and video so it's found wherever they are

P

Performance

MONITOR, ANALYZE,
ADJUST

- ☐ Earn expert mentions via PR, Qwoted, podcasts, guest articles, Reddit and Quora — unlinked mentions count
- ☐ Build citations and reviews; reply to every review; request reviews after every job
- ☐ Encourage branded searches: AI treats brand demand as a trust signal
- ☐ Track citation velocity: how often trusted sites mention your brand each month **NEW**
- ☐ Track AI referral traffic (chatgpt.com, perplexity.ai, gemini, copilot) as its own channel **NEW**
- ☐ Monitor AI Overview / AI Mode appearances and brand mentions with SERPfinity
- ☐ Track branded vs. non-branded traffic and impressions without clicks
- ☐ Run the monthly AI prompt test ("best [service] in [city]") and log who gets named **NEW**
- ☐ Review results quarterly, adjust the weakest pillar, and run the loop again



Mindset

THE LOOP, NOT THE
LIST

- ☐ Think visibility across AI answers, not just top SERP rank
- ☐ Focus on being cited and recommended, not just clicked
- ☐ Blend automation with authentic, first-person expertise
- ☐ Prioritize depth and quality over keyword volume

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