

AI Search And GEO Setup Checklist

Source course section

Prepare product pages and answer assets so AI-assisted research can describe, compare, and cite the product accurately.

Query Set

- Category query: _____
- Use-case query: _____
- Comparison query: _____
- Alternative query: _____
- Problem query: _____

Content Assets

- Clear category page.
- Use-case pages for each audience.
- FAQ page answering AI-specific concerns.
- Comparison page that stays fair and specific.
- Docs or public proof that AI systems can cite.

Measurement

- Track mentions, accuracy, competitor inclusion, cited sources, and recurring errors.
- Rerun the query set after launch and after major content updates.
- Turn inaccurate summaries into page-copy fixes and FAQ additions.

Owner Notes

Owner	
Due date	
Status	
Next edit	