# One-page GEO checklist

Twenty-two checks, in the order I run them. The first six are worth more than all the others together: if a page is excluded by configuration, every hour spent rewriting it is an hour lost.

## Before writing: the technical side

Ten minutes. They tell you whether the editorial work is worth doing.

- [ ] The page declares neither nosnippet nor max-snippet:0. These are the directives Google points to for limiting how content appears in generative features: no snippet, no citation.
- [ ] The served X-Robots-Tag header says the same thing as the meta robots tag. I check the HTML that is actually served with curl -sI, because plugins and CDNs add lines nobody set from a dashboard.
- [ ] No Disallow in robots.txt covers the informational sections. On online shops this is the most common case.
- [ ] The crawlers that decide citations can read the page: Googlebot, Bingbot, OAI-SearchBot, PerplexityBot, Claude-SearchBot.
- [ ] The generative AI control in Search Console is set to "include". That is the default, available to all sites since 31 August 2026, and it takes effect in one or two days.
- [ ] If Google-Extended is blocked, that is a deliberate choice. It covers Gemini and grounding outside Search, not AI Overviews, which go through Googlebot.

## The opening

Of the editorial fixes, this is the one that pays best.

- [ ] The first sentence after each heading holds the answer. The context comes after it, not before.
- [ ] The heading says which question that block answers, in the words people actually use rather than the ones from the manual.
- [ ] No section opens with "the topic is complex", "let us look at it together", "it depends on many factors".

## Every passage

The test: copy it into an empty document and read it again.

- [ ] The paragraph makes sense out of context: explicit subject, no pronoun pointing back to the previous paragraph.
- [ ] It states something you can check, not an impression of competence.
- [ ] Claim, evidence and attribution sit in the same few lines.
- [ ] Pure transition paragraphs are a minority. A few are fine, most of them are not.

## Figures and tables

Between two passages saying the same thing, the documented one gets picked.

- [ ] Every figure carries its source and date in the same sentence, not in a note at the foot of the page.
- [ ] Where no public figure exists, I say so. "There are no public measurements of X" is a useful, quotable statement.
- [ ] Table headings name the dimension being compared: "Monthly price", not "Column 2".
- [ ] No empty cells: "not available" is information too.

## The entity

A brand the system has to guess gets named without a link.

- [ ] The company name is the same on the home page, the about page and in the footer.
- [ ] Address, contact details and official profiles are declared where they can be read, and the Organization markup with sameAs says the same thing as the page. No markup is required to appear: it is there so nobody has to infer the entity.
- [ ] I publish the reference page on prices, specifications and company details myself, instead of leaving it to a directory or a comparison site.

## After publishing

Traffic depends on other things too. Citation does not.

- [ ] The query set is fixed, published and stays the same from one measurement to the next. No visibility measure means anything without it.
- [ ] I watch three numbers on that same set: citation rate, organic-to-AI-Overview conversion, unlinked mentions. One measurement a month, plus one after every significant change.

If a line stays blank, where to look is written next to it. The full guides are at aioverview.it/en/guides: checks 1, 3 and 4 take two minutes by hand, and they come before any work on the text.