

GEO Quick-Start Checklist

From GEO Mastery by Chia-Wen Lin

This checklist consolidates the key action items from each chapter. Use it after finishing the book to identify where to start, or return each quarter to audit your progress.

Chapter 1 ? Establish Your Baseline

- ☐ Open ChatGPT, Perplexity, and Google. Run ten queries in your category: category recommendations, brand-direct questions, and competitive comparisons. Write down who appears and how they're described.
- ☐ Ask the direct question: "What is [your brand] known for?" across all three platforms. Record the answers verbatim.
- ☐ Identify three to five queries where you should appear but don't. These are your entry points.

Chapter 2 ? Audit What You Already Have

- ☐ Review your existing content for keyword stuffing. Flag it for rewrite or removal.
- ☐ List every verifiable fact about your brand: measurable specs, certifications, awards, documented client outcomes, pricing ranges.
- ☐ Choose one high-trust platform to publish on first. Not your own blog. A credible industry publication or recognized trade platform.

Chapter 3 ? Fix Your Content Format

- ☐ Take your three most important existing articles. Convert them to structured Markdown: clear H1/H2/H3 hierarchy, lists for enumerable information, tables for comparisons.
- ☐ Highlight every adjective in those pages. For each one, find the number that should replace it.
- ☐ Before publishing any new piece, run it through the Pre-Publication Checklist in Chapter 3.

Chapter 4 ? Monitor AI's Framing, Not Just Your Mentions

- ☐ Once a month, ask AI about your brand using skeptical language: "Is [your brand] worth the price?" Note the framing that comes back.
- ☐ Identify three specific, citable claims to replace AI's generic hedging about your brand.
- ☐ If your category has recently had negative news coverage, assess whether that anxiety is bleeding into your brand's AI framing.

Chapter 5 ? Differentiate Your Platform Strategy

- ☐ Priority order: Google AI Overview first, then Perplexity, then ChatGPT.
- ☐ Audit every public-facing piece of brand data. Identify any number that differs across sources. Fix it.
- ☐ For Perplexity: ensure at least one published article contains a properly formatted data block with named source and specific numbers.

Chapter 6 ? Build and Monitor Your AIBI

- ☐ Run a full AIBI audit: ask ten varied questions about your brand across ChatGPT, Perplexity, and Google AI Overview.
- ☐ Write down your core positioning in one phrase. Make sure it appears on your website, in media coverage, and in every article you publish.

- [] Set a monthly calendar reminder for AI brand monitoring.

Chapter 7 ? Run CREATE Before You Write

- [] Before writing any new content, spend one week on the C step: thirty queries across three AI platforms, recording who appears and what framing AI uses.
- [] Spend one week on R: autocomplete suggestions, community forums, support tickets. Collect specific questions real users ask.
- [] Pull the three most-cited articles in your category. Dissect their structure and use them as format benchmarks.

Chapter 8 ? Deploy the Top Three Strategies in Every Article

- [] Every article gets at least one attributed quotation: a named person, a stated role, a specific outcome.
- [] Convert at least one descriptive paragraph in each article to a before/after data table with specific numbers.
- [] Add properly formatted source citations: institution name, document title, year, specific finding.

Chapter 9 ? Build the Brand Arsenal

- [] Complete Layer One: every core product spec, pricing tier, certification, and company fact must be in public-facing text, identical across all channels.
- [] Document outcomes from every client engagement: the problem, the solution, the specific result with numbers.
- [] Implement Organization Schema and FAQPage Schema on your core site pages.

Chapter 10 ? Personal IP Owners: Start Here

- [] Inventory your existing work archive: past client projects, workshop recordings, course materials, outcome data.
- [] Identify the one data point from your archive that is unique to your experience.
- [] For each significant completed project, create one structured content piece with the brief, problem, and outcome with numbers.

Where to Start:

- Existing content but no AI visibility: begin with Chapters 3 and 9.
- AI presence but wrong framing: begin with Chapters 4 and 6.
- Starting from zero: begin with Chapter 7.
- Independent professional or creator: begin with Chapter 10, then circle back to Chapter 9.