



FREE CHECKLIST · 24 CHECKS · 6 PILLARS

The GEO Readiness Checklist

Is your WordPress site ready to be found — and cited — by AI search?

People don't search anymore — they ask. ChatGPT, Perplexity, Gemini and Google AI Overviews now answer questions directly, and they only cite sites they can **find, read and trust**. This checklist walks you through **24 practical checks**, grouped into the **6 pillars** of an AI-ready site, so you can see where you stand — and what to fix first.

How to use it: tick each item honestly. Every unchecked box is a gap between your content and the AI answers your audience is already reading.



Or skip the manual work — GEO Suite does most of this for you

GEO Suite is the complete GEO plugin for WordPress — one plugin instead of four. Install it, check your **GEO Score**, hit **Fix**. No technical skills needed. It generates your `11ms.txt`, adds the schema AI reads, publishes a clean `.md` of every page and lets you control which AI bots see your site — with **zero external calls**, free forever.

Every item marked **GEO Suite ✓** is handled automatically by the **free** plugin. Items marked **Pro** come with the Pro add-on.

Honest note up front: no checklist, plugin or tool can **guarantee** an AI will cite you. These are the signals that make it **possible** — and far more likely. That's the honest ceiling, and it's worth reaching for.

1 Recognizability

Can AI recognise who you are — and find your best content?

- ☐ You have an `llms.txt` file at your domain root (`yoursite.com/llms.txt`), served as plain text, listing your **cornerstone pages** with clear descriptions and kept **current**. GEO Suite ✓
- ☐ You have an `llms-full.txt` if your value is in body content (docs, guides, knowledge base). GEO Suite ✓
- ☐ Your **identity is declared** — site name, logo and Organization details AI can read, not left to infer. GEO Suite ✓
- ☐ Official profiles are linked (`sameAs` : LinkedIn, Wikipedia, Crunchbase...) and your key facts are stated **explicitly in text**. GEO Suite ✓

2 Readable content

Is your content written the way AI likes to quote it?

- ☐ Key pages open with a **direct answer** to the question they target (40–80 words, quotable on its own). Elite
- ☐ Headings are phrased as **real questions** your audience asks.
- ☐ Content is **scannable** — short paragraphs, clear structure, no walls of text.
- ☐ You include **facts, definitions and lists** AI can lift cleanly, and images carry **alt text**.

3 Structured data (JSON-LD schema)

Do machines understand what each page means?

- ☐ Your site outputs **Organization** and **WebSite** schema so AI knows the entity behind the content. GEO Suite ✓
- ☐ Key articles have **Article** schema (author, date, headline) that AI can parse. GEO Suite ✓
- ☐ Q&A content uses **FAQPage** schema — one of the most quotable formats for AI answers. GEO Suite ✓
- ☐ **Breadcrumb** schema is present so machines understand your site structure. GEO Suite ✓

4 AI crawler access

Are you deciding which AI bots may read your site — instead of leaving it to chance?

- ☐ Your `robots.txt` explicitly addresses AI crawlers (GPTBot, PerplexityBot, Google-Extended, ClaudeBot and others). GEO Suite ✓
- ☐ You've made a **deliberate choice** about which AI engines may access your content (allow the ones you want cited by). GEO Suite ✓
- ☐ You're **not accidentally blocking** the AI crawlers you actually want reading you. GEO Suite ✓
- ☐ The rules are **intentional and readable**, not left at a default nobody chose. GEO Suite ✓

5

Freshness & trust

Is your AI-readiness a one-off, or does it stay true over time?

- ☐ Cornerstone content shows **clear, recent update dates**.
- ☐ Your llms.txt and schema **update automatically** when content changes. GEO Suite ✓
- ☐ Your **About, contact and author info** are consistent across the site.
- ☐ You **review** the whole picture regularly, not just once. GEO Suite ✓

6

AI performance signals

Can you see whether AI actually reaches — and cites — you?

- ☐ You can **see which AI bots actually visit** your site, instead of guessing. Pro
- ☐ You track **AI referral traffic** — visits arriving from ChatGPT, Perplexity and the like. Pro
- ☐ You check whether your pages **appear in AI answers**, by name. Pro
- ☐ You watch the **trend over time**, so you know if it's improving or slipping. Pro

Pillar 6 is the one you can't eyeball: it needs actual measurement of bot passes and AI referrals. GEO Suite's free score covers the first five pillars; the passes-and-citations tracking lives in the Pro add-on.

Your score

Count your ticks out of 24.

20–24

Strongly AI-ready. Your content is set up to be found, understood and cited. Now measure whether it actually is.

12–19

On the way. The foundations are there; close the gaps in your lowest-scoring pillars first.

6–11

Early stage. AI engines can probably reach you, but they're likely misreading or skipping your content. Prioritise Pillars 1–3.

0–5

Invisible to AI search. The good news: these are the fastest wins you'll ever make. Start at Pillar 1.

STOP TICKING BOXES BY HAND

Let one plugin do it for you.

You just saw how much of an AI-ready site GEO Suite handles on its own. It's the **most complete GEO plugin for WordPress — one plugin instead of four**, and it turns this whole checklist into a live score with one-click fixes:

- ✓ A live **GEO Score** across the readiness pillars, with one-click **Fix** actions
- ✓ Your **llms.txt**, base **schema** and a clean **.md** of every page — generated and kept current
- ✓ **AI crawler control** — decide which bots may read you
- ✓ Runs alongside Yoast, RankMath & AIOSEO · **zero external calls** · free forever

Get GEO Suite free →

Install it, check your score, hit Fix. No tool can guarantee a citation — this one gives your content its best shot, and tells you if it's working. octoplug.net