

GRAPHIC MARKS

SEO + AEO + GEO Visibility Checklist

A practical checklist for making your organization easier to find, understand, and reference across search engines and AI-driven discovery.

Built for small teams that need clear, practical marketing decisions without unnecessary complexity.

SEO, answer engine optimization (AEO), and generative engine optimization (GEO) are not three separate content programs. The strongest approach is one useful, well-structured website that sends clear technical, topical, entity, and authority signals.

Technical Foundation

- [] **Crawlability** - Important pages are available to search crawlers.
- [] **Indexing** - Canonical and noindex settings match your intent.
- [] **XML sitemap** - Important URLs are included and submitted.
- [] **Mobile usability** - Content works cleanly on mobile.
- [] **Performance** - Core pages load quickly and avoid unnecessary layout shifts.
- [] **Structured data** - Relevant schema is accurate and reflects visible page content.

Answer-Ready Content

- [] **Clear page purpose** - Each page answers one primary search intent.
- [] **Direct answers** - Important questions receive concise answers near relevant headings.
- [] **Logical headings** - H1, H2, and H3 sections make the content easy to parse.
- [] **Definitions + context** - Industry terms are explained in plain language.
- [] **Evidence** - Claims include examples, data, sources, or concrete experience where appropriate.
- [] **FAQs where useful** - Questions reflect real audience needs, not keyword stuffing.

Entity + Authority Signals

- [] **Organization identity** - Name, services, location, and contact details are consistent.
- [] **About + expertise** - The website makes experience and subject expertise clear.
- [] **Author signals** - Expert content identifies responsible authors or organizations where useful.
- [] **Third-party mentions** - Relevant partners, associations, publications, directories, or media reference the organization.
- [] **Backlinks** - Quality links are earned through useful work and relationships.
- [] **Case studies + proof** - Results and examples demonstrate real experience.

Internal Content System

- [] **Topic clusters** - Service pages are supported by useful related resources.
- [] **Internal linking** - Articles point to relevant services and related explanations.
- [] **Content gaps** - Common audience questions have a clear home.
- [] **Cannibalization** - Multiple pages are not competing for the same intent.
- [] **Content updates** - High-value resources are reviewed as facts, tools, and terminology change.
- [] **Conversion paths** - Search traffic has a relevant next step.

Measurement

- [] **Search Console** - Search impressions, clicks, queries, and landing pages are reviewed.
- [] **Analytics** - Organic sessions and conversions are measured.

- [] **AI referrals** - ChatGPT and other measurable AI referrals are monitored.
- [] **Lead attribution** - Forms and inquiries can be connected to landing pages or campaigns.
- [] **Update decisions** - Performance data informs what to improve, consolidate, or expand.

90-Day Visibility Priorities

Month 1: Fix technical/indexing problems and improve the highest-value service pages.

Month 2: Build supporting answer-focused resources and strengthen internal links.

Month 3: Expand authority signals, measure performance, and update the pages showing early traction.

Need a visibility plan?

Graphic Marks combines SEO, AEO, and GEO into one practical search visibility system built around your website, content, and business goals.

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