

The Ultimate GEO / AI SEO Checklist for eCommerce

Optimize your brand for AI search engines

AI search is changing how customers discover products. Instead of scrolling Google Search, they're asking AI search engines like ChatGPT, Gemini, and Perplexity. This checklist will help you identify actionable ways to get your brand recommended more often.

Technical Factors



AI Crawler Access – Do your robots.txt file and CDN allow AI search crawlers to access your website?

Why it matters: AI tools like ChatGPT pull information from websites to shape their answers. If you block AI crawlers, they can't read your content and may rely on your competitors' content instead.



Website Speed – Do web pages load quickly?

Why it matters: Slow pages can cause AI tools to time out and skip your content. Faster sites are more likely to be included in AI answers.



Semantic HTML – Does the page use specific HTML tags (, ,) instead of wrapping everything in tags?

Why it matters: Semantic HTML helps AI understand the structure of your web pages. Websites built with just tags can make it harder for AI crawlers to extract your content.



Crawlable Text – Is important information displayed as real text, and not trapped inside images, iframes, or heavy JavaScript elements?

Why it matters: AI tools can only read real, crawlable text. If key information is hidden in images or heavy JavaScript, AI crawlers may skip it, meaning your content won't be used.

Brand Signals



About Page – Does the About page provide a thorough overview of the brand (unique selling points, awards, certifications, history, mission, and team members)?

Why it matters: AI assistants trust brands with clear identities. Ahrefs found that strong E-E-A-T signals (experience, expertise, authority, and trust) likely matter for LLMs like Google's AI Overviews and AI Mode.



FAQ Page – Does the website have a FAQ page that answers common questions customers might have about the business (shipping, returns, location, payment methods, etc.)?

Why it matters: Having a clear FAQ page can help AI assistants understand your brand and surface the correct information when customers ask about your brand and products.



Reviews Page – Does the website have a reviews page showing positive reviews and testimonials?

Why it matters: It's important to make your reviews and testimonials easily visible to AI assistants so they have a favorable impression of your brand.

Content Strategy



Buyers Guides – Does the blog contain comprehensive buyer's guides about the main product lines?

Why it matters: AI bots act like personal shoppers, and buyer's guides can help them match products to specific needs. Creating buyer's guides can shape the conversation around your products, so AI tools are more likely to recommend your products instead of your competitors'.



Product Roundups – Are there “Best of” articles that highlight your best products within a particular category or for a specific use case?

Why it matters: Creating “Best of” lists that get cited can influence AI search engines to recommend your products over your competitors.



Gift Guides – Are there curated lists of products tailored to specific recipients, occasions, or budgets to help customers find the perfect gift?

Why it matters: 64% of consumers now trust AI tools for gifting advice. Gift guides can help AI recommend your products for specific recipients or occasions.

- ☐ **Pricing Guides – Are there pricing guides that explain how much products cost and what influences the price?**

Why it matters: Detailed pricing info and guides help AI search engines understand cost differences. Pricing conversations are lower in the funnel, and exposure in these conversations can drive sales.

- ☐ **Competitor Comparisons – Are there side-by-side comparison articles explaining why you are the clear choice over your direct competitors?**

Why it matters: ChatGPT commonly cites competitor comparison articles. Publishing these articles explaining your advantages over competitors can influence ChatGPT's response.

Blog Posts

- ☐ **Bottom Line Up Front (BLUF) – Does the page start with a 1-3 sentence summary that answers the primary question clearly?**

Why it matters: AI tools prioritize the beginning of a document more than the middle sections. Putting a succinct answer first makes it easier for your content to be understood, retrieved, and cited by AI search tools.

- ☐ **Heading Structure – Is the page using a clean hierarchy (H1, H2, H3) that clearly outlines the topic?**

Why it matters: AI reads your headings to understand how your content is organized. A clear H1→H2→H3 structure helps AI find key answers faster and represent your content accurately.

- ☐ **Paragraph Length – Are paragraphs kept short (2-4 sentences)?**

Why it matters: Shorter, concise paragraphs are easier for AI search engines to read and summarize, allowing them to understand your content more accurately.

- ☐ **Formatting – Does the page use bulleted lists, numbered lists, or tables for key points?**

Why it matters: Structured tables and lists make it easier for AI to read and interpret the data. This clear formatting helps AI quickly pull your key points into answers when cited.

- ☐ **Simple Language – Does the content use simple language that's easy for readers and AI search engines to understand?**

Why it matters: Simple language helps both people and AI understand your content more easily, making it more "citable" for AI search engines.

**Concise Content – Is the content concise and to the point without any fluff?**

Why it matters: Concise answers are more likely to be used by AI than long, wordy content. AI looks for clear, direct answers and skips fluff.

**Quotes – Does the article contain quotes from industry experts?**

Why it matters: Articles that include quotes from experts are 30% more likely to be cited by AI search engines.

**Statistics – Does the article contain statistics where applicable?**

Why it matters: Including statistics in articles increases the probability of being cited by 27%.

**Sources – Does the article cite sources to trusted experts and publications?**

Why it matters: Articles that include sources are 20% more likely to be cited by AI search engines.

**Structured Data Markup – Do blog posts contain structured data (Article, Author, FAQ, How To schemas)?**

Why it matters: Structured data makes your content easier for AI systems to understand, and significantly improves the chance of being cited.

**Content Freshness – Have the most important blog posts been updated within the last 3-6 months?**

Why it matters: AI search engines heavily favor content that was recently published or at least recently updated. On average, articles cited in AI assistants were published 26% more recently than traditional Google search results.

Product Pages

**Specifications – Does the page clearly display the product's attributes and specifications?**

Why it matters: Clearly stating all applicable product specifications (weight, dimensions, color, material, etc.) can help AI assistants understand what you sell. Without them, they may not match your product to customer needs and prompts.

**Unique Selling Points – Are the product's unique benefits clearly mentioned?**

Why it matters: AI needs to understand what makes your product unique and why it should be recommended. Clear differentiators can make your product more likely to be cited.

- ☐ **Use Cases – Is it clear which use cases or audiences the product is intended for?**
Why it matters: AI relies on clearly stated use cases to better understand who your product is for. If you don't make it clear, AI assistants may not match your product to user needs.
- ☐ **FAQ Section – Do product pages include a FAQ section answering common questions about the product?**
Why it matters: Having an FAQ section on product pages can increase the chances of your products getting recommended by AI search engines, especially for very specific prompts.
- ☐ **Product Reviews – Do product pages display customer ratings and review counts?**
Why it matters: AI search engines are more likely to recommend products with strong customer ratings over those without any reviews or ratings.
- ☐ **Product Structured Data – Do product pages include structured data for price, availability, reviews, and other key attributes?**
Why it matters: Structured data makes your product details clear to AI assistants, ensuring the accuracy of prices, ratings, availability, and other key information.
- ☐ **Shopping Feeds – Have comprehensive product feeds been submitted to Google Merchant Center, Microsoft Merchant Center, and ChatGPT?**
Why it matters: AI assistants like ChatGPT and Google's AI Overviews/AI Mode rely on product feeds when recommending products. It's very difficult for products to be recommended if a feed has not been submitted to these platforms.

Off-Page

- ☐ **Brand Mentions & PR – Is your brand mentioned or quoted on relevant blogs, news sites, or industry resources (with or without links)?**
Why it matters: Ahrefs found that branded web mentions were one of the most highly correlated factors with being recommended by AI assistants. The more mentions of your brand online, the more frequently you'll be recommended in AI search engines.
- ☐ **“Best Of” Articles – Is your brand mentioned in relevant “best-of” listicles that AI assistants frequently cite?**
Why it matters: AI assistants rely heavily on “best-of” lists to recommend products. Being featured in these articles can heavily increase your chances of being cited in AI answers.

- ☐ **UGC Mentions – Are you actively contributing to relevant conversations on Reddit, Quora, and other industry forums where AI models pull user-generated content?**

Why it matters: Reddit and Quora are some of the most cited domains by AI assistants. Engaging in conversations on these platforms can help shape their answers around your products.

- ☐ **Third-Party Reviews – Does your brand have positive ratings and reviews on external platforms (Google, Trustpilot, Sitejabber, BBB.org, etc.)?**

Why it matters: AI search engines rely heavily on external review sites to judge credibility. Having limited or poor reviews will make it difficult for AI assistants to trust and recommend your brand.

- ☐ **Brand Consistency – Are the company's name and description consistent across your website, social profiles, review sites, and major business listings (Google My Business, Glassdoor, Crunchbase, Pitchbook, etc.)?**

Why it matters: AI assistants need to see consistent information about a brand on multiple sources to establish consensus and trust. Having a clear company description on major social media sites, review sites, and major business listings can assist with this.

- ☐ **YouTube – Are you creating YouTube videos around your products, or are your products being mentioned on other YouTube channels?**

Why it matters: Ahrefs found that YouTube mentions were the #1 highest-correlated factor with getting recommended by AI assistants. The more often your brand name appears on YouTube (video titles, descriptions, transcripts), the more frequently you'll be recommended in AI search engines.

Reporting & Analytics

- ☐ **Referral Traffic Tracking – Are you monitoring how much referral traffic comes to your website from AI search?**

Why it matters: This AI referral dashboard pulls in your Google Analytics data to show you exactly how much referral traffic your website receives from AI search.

- ☐ **Post-Purchase Attribution Surveys – Do you ask customers where they heard about you on the checkout confirmation page?**

Why it matters: Referral traffic from AI assistants like ChatGPT is underreported in Google Analytics since many AI searchers will Google the brand before visiting the website. Asking customers directly how they heard about you can help you understand how many sales can be attributed to AI assistants.



AI Visibility Tracking – Do you use a prompt tracking tool in place to monitor how frequently you're recommended in AI assistants like ChatGPT, Gemini, and Perplexity?

Why it matters: Prompt tracking tools like Peec AI and Profound make it easy to see how often your brand gets mentioned in AI search. Use this to see how visible your brand is in AI search over time, and how you compare to competitors.



AI Citations – Do you use a prompt tracking tool to track how often your pages get cited as a source in AI search engines?

Why it matters: Being cited indicates your content is highly relevant, clear, and trustworthy enough to be used as a source. Prompt tracking tools like Peec AI and Profound make it easy to see which pages on your website are being cited by AI assistants.

Need help improving your AI visibility? [Book a call](#) to learn how we can help today.