

The GEO checklist: be easy for an assistant to quote

Customers have started asking an assistant instead of searching, and you are not in the answer.

1. Answer the question in the first two sentences

Open any page and read its first two sentences. Do they answer what the page is about, or warm up to it? A sentence with a place, a scope, a time and a price is quotable. Three lines of throat-clearing is not.

2. Be specific enough to be checkable

Convert every soft claim you can into a specific one: "affordable" becomes a starting price, "serving the local area" becomes the towns by name, "years of experience" becomes the year you started, "quick response" becomes the hours you answer in.

Do not invent any. Every one you can convert is a sentence that can be lifted into an answer with your name on it.

3. Give each real question its own page

List the questions customers actually ask you, such as how much a logo costs or how long a website takes. Give each a page, or a clearly headed section, with the question as the heading, worded the way a customer words it.

4. Make the machine-readable version match the human one

Check that your website, your Google Business Profile and every directory agree on the same name, address and phone number, character for character. Inconsistency is the most common and most boring reason a small business is hard to cite.

5. Be mentioned somewhere that is not your own site

A local directory, a supplier's where-to-buy page, a trade body listing, a local news mention, a genuine review. Two or three that are accurate and consistent

do more than thirty thin ones.

6. Let it be crawled

Text baked into images cannot be quoted, so a price list saved as a photograph is invisible. An answer hidden behind an accordion that needs JavaScript to open is hidden too. And check nobody has blocked the crawlers: if they have, nothing above matters.

Before you call it done

- ☐ Do the first two sentences of your main pages state a fact someone could act on?
- ☐ Is there a real price, range or starting price anywhere on the site?
- ☐ Is there a page or section headed with each question customers really ask?
- ☐ Do your site and your listings show an identical name, address and phone number?
- ☐ Are you mentioned on at least two sites that are not yours?
- ☐ Is every price and answer real text, readable without clicking or running a script?

Turbomindz Creative Studios · turbomindz.com/agency · (561) 480-6493 · Turbomindz@turbomindz.com

 The NFT is the soul

 The art is the body

 The community is the village

 The story is the mirror