

The 2026 AI SEO + GEO Checklist

A 12-point setup guide for getting your brand cited inside ChatGPT, Perplexity, Claude and Google AI Overviews and Bing Copilot. Built for Australian small business owners.

Why this matters in 2026

Traditional SEO is no longer enough. ChatGPT, Perplexity, Claude and Google AI Overviews now answer most informational and commercial queries before any blue link is clicked. If your brand is not structured to be cited by these engines, your competitors will be.

This checklist is the same one I work through with every new AI SEO client. Twelve points. Most take under an hour each. The whole setup is usually a weekend of focused work.

1. Person and Organization schema

Square brackets indicate optional fields. Without these, AI engines have to guess what your business does and who runs it.

- [] Add Person schema for the business owner with name, image, jobTitle, sameAs (LinkedIn, X, Upwork)
- [] Add Organization or LocalBusiness schema with name, url, address, areaServed
- [] Cross-reference Person and Organization with @id so they resolve as one entity
- [] Include knowsAbout array covering 8 to 15 topics your business is expert in

2. Service / SoftwareApplication schema (per service or product)

- [] Add Service schema for each service line with name, description, provider, areaServed, serviceType
- [] Include OfferCatalog inside Service schema listing each tier or package
- [] For tools or software, use SoftwareApplication schema with offers, applicationCategory, operatingSystem
- [] Include pricing in priceRange or offers.price where comfortable disclosing it

3. FAQPage schema

- [] Identify the 8 to 12 questions buyers actually ask about your category
- [] Answer each one in plain English in 2 to 4 sentences
- [] Wrap each Q&A; in FAQPage schema on the most relevant service page
- [] Avoid stuffing every page with the same FAQ block, Google treats this as low-value

4. HowTo and Article schema

- [] Use HowTo schema for any step-by-step content with 3 or more steps
- [] Use Article or BlogPosting schema for every blog post, with author @id linked to your Person schema
- [] Include datePublished, dateModified, image, inLanguage en-AU

5. llms.txt

- ☐ Create /llms.txt at your site root with a structured index of priority pages
- ☐ Follow the emerging llms.txt format: H1 site name, blockquote summary, then sectioned link lists
- ☐ Update llms.txt monthly when you add new content
- ☐ Include a profile-links section pointing to your professional accounts (LinkedIn, Upwork, etc.)

6. Robots.txt AI bot allowlist

- ☐ Explicitly allow GPTBot, ChatGPT-User, OAI-SearchBot in robots.txt
- ☐ Allow ClaudeBot, Claude-Web, anthropic-ai
- ☐ Allow PerplexityBot and Perplexity-User
- ☐ Allow Google-Extended (Gemini training and AI Overviews)
- ☐ Allow Applebot-Extended, Meta-ExternalAgent, Bytespider, CCBot
- ☐ Add a Sitemap reference pointing to your llms.txt

7. Question-answer content structure

- ☐ Title every blog post and key landing page as the question your buyer asks
- ☐ Answer in the first paragraph in plain language (no preamble)
- ☐ Use H2 and H3 headings as sub-questions
- ☐ Keep paragraphs short, 2 to 4 sentences max, so LLMs can extract clean snippets

8. Entity-rich content

- ☐ Name specific places, brands, tools, regulations and competitor names where relevant
- ☐ Use proper Australian English spellings throughout (optimise, analyse, organise, etc.)
- ☐ Reference current dates, prices in AUD, AU postcodes and suburbs
- ☐ Avoid generic phrasing like in today's fast-paced world or tailored solutions

9. Core Web Vitals and page speed

- ☐ LCP under 2.5 seconds on mobile
- ☐ INP under 200 ms
- ☐ CLS under 0.1
- ☐ Image WebP or AVIF, with proper width and height attributes
- ☐ Defer non-critical JavaScript (cookie banners, chat widgets, analytics)

10. Internal linking model that AI can follow

- ☐ Every page links to at least 3 related pages with descriptive anchor text

- ☐ Use canonical URLs consistently (no /category/ prefix bloat)
- ☐ Build topic clusters: pillar page + 5 to 10 supporting posts, all interlinked
- ☐ Author bylines on blog posts link back to a single Person profile page

11. AI Visibility tracking

- ☐ Monthly check: query ChatGPT for your 5 priority keywords, note brand mentions
- ☐ Repeat for Perplexity, Claude, Google AI Overviews and Bing Copilot
- ☐ Track 3 direct competitors in the same searches
- ☐ Log results in a simple Google Sheet: month / engine / query / cited (Y/N) / rank / notes

12. Google Business Profile (for local businesses)

- ☐ Claim and verify the profile via business.google.com
- ☐ Pick the most specific primary category for your main revenue line
- ☐ Upload 10 or more real photos, no stock imagery
- ☐ Write a 750 character description that names your suburb and what you actually do
- ☐ Post weekly using Google Posts (treat it like Instagram for local search)
- ☐ Build a sustainable review acquisition system (QR code on receipts, SMS follow-up)

Where to start

If you have a weekend, pick the section that matches your biggest gap and work through it end to end. The compound effect of all 12 starts to show inside 60 to 90 days. AI engines update their training and indexing on different cadences, so visibility is built steadily over months, not days.

Want help? Send a message via the contact page at nipungulati.com.au or run a self-serve audit on the free SEO Audit Tool.

Written by Nipun Gulati, Melbourne-based AI SEO and GEO specialist. Top Rated Plus on Upwork with 17,000+ hours and \$100K+ earned across SEO and CMS projects.