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The GEO Checklist

25 steps to get your business mentioned in AI answers — ChatGPT, Google AI Overviews, Perplexity. Built for Malaysian businesses. Tick as you go.

Before you start: GEO is new. Nobody can guarantee a spot in AI answers — this checklist improves your odds. A 2023 study found pages with statistics, quotes, and cited sources were up to 40% more visible in AI answers. Every step below is free. Full step-by-step guide: **navenpillai.com/blog/geo-checklist-malaysia**

The Basics: Find Out Where You Stand

Steps 1–7 · One afternoon

- [ ] **1 Ask AI about your business**
  Open ChatGPT (free tier is fine). Ask: "What do you know about [your business] in [your town]?" Save the full answer with today's date. This is your baseline.
- [ ] **2 Ask about your category**
  Ask like a customer: "best [service] in [town]", "how much does [service] cost in Malaysia". Repeat on Claude, Perplexity, and Google. Record: are you mentioned, which competitors appear, which sites get cited. Keep the cited-sites list — you need it for step 17.
- [ ] **3 Repeat in Bahasa Malaysia**
  Same questions, the way a BM-speaking customer types them ("servis aircond terbaik di Klang"). Record separately. BM answers are often easier to optimise for — and often overlooked.
- [ ] **4 Check you are not blocking AI crawlers**
  Visit yoursite.com/robots.txt. Two kinds of bots do different jobs. Training bots (GPTBot, ClaudeBot) teach future models what you are. Search bots (OAI-SearchBot, ChatGPT-User, Claude-SearchBot, Claude-User, PerplexityBot) fetch your pages for live, cited answers — OpenAI says sites blocking OAI-SearchBot will not show in ChatGPT search. For visibility, allow both kinds. Plugins and CDNs sometimes block them by default.
- [ ] **5 Check your pages read as text**
  Right-click your key page, "View page source", search for a sentence from the page. If your text appears, machines can read you. If it is all code, talk to your developer.
- [ ] **6 Complete your Google Business Profile**
  AI tools answering "near me" questions lean on business profiles and reviews. Every field filled, ten real photos, accurate category. An empty profile is an empty citation.
- [ ] **7 Make your business details identical everywhere**
  One exact name, address, and phone number — everywhere. Google your name and number in quotes, list every site you appear on, fix every mismatch. Consistency is trust, and trust is citation.

Citable Pages: Make Your Site Worth Quoting

Steps 8–16 · One week

- [ ] **8 Write plain answers to your top 5 questions**
  Pull the questions from WhatsApp and support history. Answer each in 2–3 sentences with a number inside: "A home physio session in Klang runs 60–90 minutes and costs RM150–250 (2026)." Place near the top of the relevant page.
- [ ] **9 Add FAQ sections to key pages**
  4–6 Q&As; per page, phrased as customers ask. Price questions on service pages, trust questions on the about page. Answer pricing honestly — almost no Malaysian competitor does.
- [ ] **10 Put numbers and dates on your claims**
  Replace "years of experience" with "since 2010". Replace "affordable" with the real range. Date your prices. Dated facts get quoted.
- [ ] **11 Add statistics with named sources**
  Two or three real stats from government, industry, or your own records — with the source named in the sentence. Your own numbers are best: nobody can copy them.

☐ **12 Add quotes with names attached**
One or two named, dated testimonials per key page. "Puan Aishah, Shah Alam, March 2026" is citable; "satisfied customer" is not. Use professional titles (like Ts.) where you hold them.

☐ **13 Put a named human on the site**
About page with real name, photo, years, credentials with dates. Author line on every post, linked to LinkedIn or X. People and machines trust named humans.

☐ **14 Add LocalBusiness and FAQ schema**
Machine-readable labels for what your business is. Use your SEO plugin's forms — no code needed. Verify with Google's Rich Results Test.

☐ **15 One topic per page, clear headings**
A page covering everything prioritises nothing. One job per page, headings that say what each section contains.

☐ **16 Show an updated date on key pages**
A visible "Updated: [month year]" on pages whose facts change — prices, services, FAQs. Then honour it when things change.

Off Your Site: What AI Reads About You

Steps 17–21 · One month, then ongoing

☐ **17 Join the sources AI already cites**
Open your step 2 list of cited sites. Claim or create a complete profile on every one where you are missing, details matching step 7 exactly. The highest-leverage move on this page.

☐ **18 Grow and answer your reviews**
Ask at the moment of thanks, with your direct review link. Answer every review, good and bad, politely. Review text and your replies both feed AI answers.

☐ **19 Earn one third-party mention a month**
One ask monthly: supplier pages, association directories, local news, customer blogs. Hand them finished material. Twelve months of this builds what competitors never touch.

☐ **20 Publish one experience post a month**
One real story monthly: what the customer needed, what it cost, what you would advise. Content AI cannot find anywhere else, because it only exists if you did the work.

☐ **21 Keep your description identical everywhere**
Write a two-sentence business description once: what, where, since when, for whom. Use it verbatim on your footer, GBP, and every platform. You are writing the answer you want AI to give.

Measure and Repeat

Steps 22–25 · Quarterly, forever

☐ **22 Re-run the AI check every quarter**
Same questions as steps 1–3, logged next to the old answers. Watch for first mentions, better descriptions, your site as a cited source. Expect quarters, not weeks.

☐ **23 Track the cited-sources list**
The list changes. New directory in the answers? Join it. Competitor's post getting cited? That shows you what content works. Repeat step 17 forever.

☐ **24 Watch your branded searches**
In Search Console, filter queries containing your business name. Rising branded searches often follow AI mentions — an imperfect signal, but free and directional.

☐ **25 Add a monitoring tool only when the basics are done**
Manual checks are the honest baseline. Once AI visibility is a number you report monthly, a tool automates it (reviewed at navenpillai.com/reviews). Never buy monitoring before doing the work.

Your quarterly log — fill in the date each time you re-run steps 1–3:

Baseline	Quarter 1	Quarter 2	Quarter 3