

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. Look for Disallow rules on AI bots (GPTBot, ClaudeBot, PerplexityBot). Security plugins and CDNs sometimes block these without asking. Unblock unless you host sensitive content.

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