magnolia



CHECKLIST:

How to prepare your content for GEO

Generative Engine Optimization (GEO) shifts the focus from ranking in search results to powering AI answers. While traditional SEO optimizes for a list of blue links, GEO optimizes for the synthesis of information by AI models (like ChatGPT, Gemini, and Perplexity). These engines don't just index pages; they evaluate expertise, verify facts, and decide whether to trust your brand as a primary source.

This checklist provides the technical and semantic blueprint to ensure your content is machine-readable, verifiable, and citable by AI agents, helping your brand remain the recommended choice in the AI-assisted buyer journey.

1. Technical & Structural (Machine-Legibility)

If AI cannot parse the info, it won't use it.

Schema.org Audit:

It acts like a 'digital business card' written in code (JSON-LD) that AI and search engines natively understand because AI models (such as ChatGPT or Gemini) prioritize information from verified sources; without it, they might infer or hallucinate details about the company.

- Ensure `Organization` schema is on the Homepage (with `sameAs` linking to social profiles). Add `Author` and `ReviewedBy` schema to informational articles.
- Use `FAQPage` schema for Q&A sections.
- Use `ItemList` for category pages.

Semantic HTML:

AI models favor these structured formats for faster information synthesis and data comparison.

- Verify strict heading hierarchy (H1 -> H2 -> H3).
- Use bullet points `<ul>`, numbered lists `<ol>`, and tables `<table>` in informational articles and eCommerce category pages.

Performance & Efficiency:

Optimize for speed and low-code. AI agents have limited crawl budgets.

- **TTFB:** Flag TTFB optimization as a priority for the Development Team.
- **Code Minimization:** Keep code as minimal as possible to reduce parsing overhead for bots.

FAQ Strategy:

Provide the questions AI should be answering.

- Implement FAQs grounded in real customer communication (support tickets, sales calls) specifically on Product Pages, Category Pages, and Solution Overviews, not just on blog posts.
- Use `FAQPage` schema on both informational articles and eCommerce category pages.

2. Content & Semantics (Synthesizability)

Optimize for RAG (Retrieval-Augmented Generation).

Entity Definition:

- “About Us” page must clearly state: who we are, what we do, and since when.
- Create a dedicated profile page for each author/expert. Bios must clearly reflect their areas of expertise and include links to external credentials (e.g., LinkedIn profiles or industry certifications) to corroborate their status as a trusted source.

Direct Answer Optimization:

- **Context:** AI answers often extract short, definition-style paragraphs.
- **Action:** Rewrite the first paragraph of high-traffic pages to answer the main user query in under 60 words or by creating a TLDR, that contains 3-4 bullets highlighting key insights in both informational articles and eCommerce category pages.
- **Example1:** `[Noun]` is a `[Category]` that `[Benefit]`.
- **Example 2:** `[Bullet 1]` Key Insight 1; `[Bullet 2]` Key Insight 2; `[Bullet 3]` Key Insight 3

Information Gain:

- Include at least one piece of unique data (stat, quote, experience) not found in the top 3 AI results.
- Add “We tested” or “Our data shows” sections to signal first-hand experience.

Content Freshness & Maintenance:

- Prioritize refreshing high-performing legacy content with updated statistics, current dates, and new insights. AI engines favor “fresh” information and verified accuracy over outdated evergreen content.

eCommerce Specifics:

- Create conversational **Buying Guides** for category pages: explain features, definitions, and “what to look for” or even “how to choose” to capture early-stage intent.

3. Trust & Off-Page (Corroboration)

AI prioritizes “neutral” and “verified” sources.

- [ ] **Citations**
  Secure brand mentions in relevant industry sources (even without links).

- [ ] **Forum Presence**
  Actively participate in Reddit/Quora discussions (don’t just monitor).

- [ ] **Review Consistency**
  Wrap on-site testimonials and reviews in the Review schema. This ensures star ratings appear visually in search results (Rich Snippets) and validates the feedback as authentic to AI models.

- [ ] **Brand Remarketing**
  Run remarketing campaigns to increase “Brand Search” volume (a strong signal of entity authority).

4. Measurement & Maintenance

- [ ] **Self-Attribution**
  Add a “How did you hear about us?” field to forms to monitor how often “ChatGPT” or “AI Search” is the answer.

- [ ] **AI Watchdog**
  Periodically query major AI models (ChatGPT, Gemini, Perplexity) about your brand (“What is [Brand]?”) to spot hallucinations, then correct them with explicit content on your site.

- [ ] **GSC Brand Monitoring**
  - Monitor **Brand Impressions** in Google Search Console.
  - **Goal:** Increase volume of single-brand mentions + “Brand + Service/Product/Feature” queries (e.g., “Magnolia DXP personalization”).

Reached the end of this checklist and want to go deeper? Let’s talk about your specific GEO challenges and explore how Magnolia can help you.

About this Checklist

This Checklist is brought to you by Magnolia, the leading composable DXP, and Razvan Antonescu, Enterprise Technical SEO & GEO Strategist.

magnolia

Magnolia combines the power of composable DXP with emerging AI to help enterprises move faster, adapt with ease, and drive long-term success. With its open, flexible, and intuitive CMS, global organizations can bring all their digital experiences—websites, portals, intranets, and applications—together on one centralized platform. Magnolia gives developers the freedom to build, marketers the tools to create, and businesses the confidence to grow.

Razvan Antonescu

Enterprise Technical SEO & GEO Strategist

With over 25 years of experience optimizing complex, database-driven websites for Fortune 500 companies, Razvan specializes in the technical architecture that allows engines to understand content. He leverages this deep technical expertise to bridge the gap between traditional SEO and Generative Engine Optimization (GEO), ensuring data is structured for both search algorithms and AI models.