

| Audit Area | Checklist | Status (✓/X) |
|------------------------|---|--------------|
| Website Foundation | Website loads quickly (Core Web Vitals) | |
| Website Foundation | Mobile-friendly and responsive | |
| Website Foundation | HTTPS (SSL) enabled | |
| Website Foundation | XML Sitemap submitted | |
| Website Foundation | Robots.txt configured correctly | |
| Website Foundation | Pages are crawlable and indexable | |
| Content Readiness | Every service page answers customer questions clearly | |
| Content Readiness | FAQ sections added to important pages | |
| Content Readiness | Content is unique, detailed, and up to date | |
| Content Readiness | Blogs target customer problems, not just keywords | |
| Content Readiness | Content uses natural conversational language | |
| Topical Authority | Pillar pages created for core services | |
| Topical Authority | Supporting topic clusters published | |
| Topical Authority | Strong internal linking between related pages | |
| Topical Authority | Industry-specific guides and resources available | |
| Entity Optimisation | Organization Schema implemented | |
| Entity Optimisation | Service Schema implemented | |
| Entity Optimisation | FAQ Schema implemented | |
| Entity Optimisation | Local Business Schema implemented | |
| Entity Optimisation | Business information consistent across platforms | |
| E-E-A-T Signals | Author information available | |
| E-E-A-T Signals | Customer testimonials published | |
| E-E-A-T Signals | Case studies included | |
| E-E-A-T Signals | Certifications and awards displayed | |
| E-E-A-T Signals | Contact details clearly visible | |
| E-E-A-T Signals | Privacy Policy and Terms pages available | |
| Brand Authority | High-quality backlinks | |
| Brand Authority | Google Business Profile optimised | |
| Brand Authority | Active LinkedIn/social presence | |
| Brand Authority | Brand mentioned in industry publications | |
| Brand Authority | Positive online reviews maintained | |
| AI Readiness | AI platforms understand your services | |
| AI Readiness | Pages answer conversational queries | |
| AI Readiness | Content accurate and updated | |
| AI Readiness | Topic clusters demonstrate expertise | |
| AI Readiness | Business recognised as authority | |
| Performance Monitoring | Google Search Console monitored | |
| Performance Monitoring | AI visibility tested | |
| Performance Monitoring | Organic traffic reviewed monthly | |
| Performance Monitoring | Content updated for AI trends | |

| Score | Readiness | Recommendation |
|-------|-------------------|------------------------------------|
| 30-40 | Excellent | Maintain and refine GEO |
| 20-29 | Good | Improve authority and schema |
| 10-19 | Needs Improvement | Prioritise GEO audit |
| 0-9 | Poor | Start with comprehensive GEO audit |