

# OBILITY'S EXPEDITION GUIDE TO GEO

## Checklist

### 1. MAP YOUR ROUTE

- ☐ Audit your website technical health and address technical, page speed, and Core Web Vitals errors
- ☐ Ensure your website is indexable by Bing and doesn't rely on JavaScript too heavily
- ☐ Update existing content to follow AI-friendly content formatting and structure (schema markup, bullet points, orderly headers)
- ☐ Prune older content to free crawl budget and improve your content relevance

### 2. GATHER YOUR SUPPLIES

- ☐ Perform keyword research and identify primary and supporting keywords
- ☐ Map your future content collections based on your target keywords
- ☐ Audit competitors AI presence and performance

### 3. START YOUR ASCENT

- ☐ Create content collections following GEO best practices
- ☐ Optimize existing content based on context optimization best practices
- ☐ Improve your offsite presence and industry visibility

### 4. REACH THE SUMMIT

- ☐ Track your GEO KPIs and audit your performance
- ☐ Identify content that needs to be regularly optimized and republished

GEO is no longer optional. Companies that adapt their strategy and invest in technical health, user-centric content, AI-friendly content structure, and industry visibility will be the ones who succeed in AI search. Ready to map out your next summit? We're here to guide the way. Visit [obilityb2b.com](https://obilityb2b.com) to learn more!