

SEO, AEO, GEO Quick Wins Checklist

Page details and baseline

Target page URL: _____

Service or goal: _____

Date: _____

Baseline clicks (28 days): _____ Snippet present (Y/N): _____

Core Web Vitals (URL): LCP ____s INP ____ms CLS ____ Conversions (28 days): _____

1) Foundations

- ☐ URL is indexable and served over HTTPS
- ☐ Fix internal 404s or redirect chains to this page
- ☐ Add two internal links from relevant pages
- ☐ Confirm title tag, slug, and intro include the main keyword naturally

2) AEO structure

- ☐ Add a two sentence summary at the top that answers the core query
- ☐ Turn H2s into questions customers ask
- ☐ Add 40–60 word answer paragraphs under each H2
- ☐ Add a short FAQ block with 4–6 questions
- ☐ Include one simple table or checklist if helpful

3) Schema

- ☐ Add FAQPage schema if an FAQ exists on the page
- ☐ Ensure Article schema includes headline, description, author, dates
- ☐ LocalBusiness schema is present on home or contact page if relevant
- ☐ Validate with Google Rich Results Test (clean)
- ☐ Inspect URL in Search Console and request indexing

4) Performance

- ☐ Compress or swap the largest image and set width and height
- ☐ Reduce layout shift on load (check CLS)
- ☐ Ensure only woff2 font files load or preload one primary font
- ☐ Remove or defer unused scripts and heavy widgets
- ☐ Confirm Core Web Vitals targets: LCP < 2.5s, INP < 200ms, CLS < 0.10

5) Google Business Profile

- ☐ Primary and additional categories are correct
- ☐ Add three recent, relevant photos
- ☐ Publish a post linking to the optimised page
- ☐ Respond to recent reviews
- ☐ Confirm NAP matches the website

6) Authority actions

- ☐ Add one relevant internal link to this page from a partner or service page
- ☐ Contact one partner or supplier for a profile or listing link
- ☐ Create or fix one high quality citation with consistent NAP
- ☐ Reclaim one unlinked brand mention

7) Measurement

- ☐ Save a branded-query view in Search Console
- ☐ Add this page to a Search Console report and note impressions, clicks, CTR
- ☐ Confirm one GA4 event for the page CTA
- ☐ Capture before and after screenshots and dates

Next review

- ☐ Schedule a 30 day review | Date: _____

Top three follow ups:

- 1) _____
- 2) _____
- 3) _____