

GEO Writing Checklist

Recommended style to influence AI summary results – interpreting cross-referenced advice from agencies, experts, academic papers, and Google.

- ☐ **1. Clear, readable language**
Check readability score is appropriate (60+ for general audience; 40+ for expert guides).
- ☐ **2. Fluent writing style**
Active, conversational tone.
Conjunctions for logic and flow.
Semantic links not keywords.
- ☐ **3. Specific technical details**
Include numbers, facts, and domain-specific language. Handle entities with precision.
- ☐ **4. Logical, navigable structure**
Consider a table of contents for longer pieces and starting with a two-sentence summary.
- ☐ **5. Short, modular paragraphs**
Self-contained chunks where possible, max 80-100 words each.
- ☐ **6. Frequent, meaningful headings**
Closely linked to target questions or answers, and aligning with paragraph content.
- ☐ **7. Bullet points and tables**
Break into digestible list formats wherever helpful.
- ☐ **8. Cite credible sources, with links**
Put your piece into context. Also link to author info and company about page.
- ☐ **9. Direct quotations**
Ideally adding extra commentary to demonstrate expertise. Include hyperlink to source.
- ☐ **10. Statistics and data**
Including specific, accurate numbers is proven to boost AI visibility.
- ☐ **11. Author bio and/or company credentials**
What qualifies you? Cite awards, accreditations, first-person experience, client stories.
- ☐ **12. Double-check spelling, grammar, and facts**
AI will trust you less if the writing contains errors, or if trusted sites contradict you.

Remember, content on your own website is only part of the picture. For maximum impact, you'll need a mix of formats, across a spread of platforms and third-party sites.

For more information on this – or the sources for this advice – contact David McGuire at:

windhoverb2b.com

