Uhura

GEO Maturity Checklist for B2B Companies

Checklist for determining your position in AI research

Instructions:

Go through the statements step by step and check off everything that already applies to your company today.
The more points you can mark, the higher your current GEO maturity level is.

1. Content: Quality, structure and relevance

- ☐ We know the key questions buyers ask before making a decision.
- ☐ We provide clear, well-structured content that answers these questions directly.
- ☐ Core content (product pages, guides, articles) has been updated within the last 6–10 months.
- ☐ Our content is organised into topic clusters with a central cornerstone asset (guide, study, report).
- ☐ Pages follow a clear structure with headings, FAQs and summaries.
- ☐ We cover all stages of the buyer journey, not only the decision phase.
- ☐ We use formats that AI systems process well (FAQs, step-by-step guides, checklists).
- ☐ Content includes examples, use cases or data.
- ☐ Key content exists in all relevant market languages.
- ☐ There is a defined process for reviewing and updating priority content.

2. Technical: Structure for search and AI systems

- [ ] Schema markup (FAQ, Article) is implemented on all key pages.
- [ ] A complete and current XML sitemap with last-modified dates is available.
- [ ] Headings follow a consistent hierarchy.
- [ ] Pages load quickly and are technically stable, including mobile.
- [ ] robots.txt and meta-robots settings allow crawling of GEO-relevant pages.
- [ ] Canonical tags are used consistently to avoid duplication.
- [ ] hreflang tags are correctly implemented for multilingual content.
- [ ] URLs are clear, stable and descriptive.
- [ ] Metadata (title, description, open graph) is maintained.
- [ ] Crawling reports or logfiles are reviewed regularly.

3. Authority: External validation and expert signals

- [ ] Our brand appears in AI-generated answers on key industry topics.
- [ ] Author information is visible and their expertise is credible.
- [ ] Our company has been mentioned in relevant industry media or podcasts.
- [ ] We publish original content such as studies, reports or whitepapers.
- [ ] Directory and knowledge panel information is accurate and consistent.
- [ ] Defined subject-matter experts represent the organisation publicly.
- [ ] Experts publish in-depth content regularly.
- [ ] Case studies, reviews and references are available on independent platforms.
- [ ] Company and product descriptions are consistent across external sites.
- [ ] We maintain relationships with relevant journalists and multipliers.
- [ ] Public profile information is reviewed at least annually.

4. Measurement: Visibility rather than rankings

- ☐ We regularly review how our brand appears in AI-generated answers.
- ☐ We track which competitors appear in those answers.
- ☐ We analyse the sentiment of AI mentions.
- ☐ GEO insights inform our content and marketing priorities.
- ☐ We have clear KPIs for GEO (mention rate, citations, accuracy).
- ☐ We track the platforms through which prospects reach us where technically possible.
- ☐ We benchmark our GEO visibility against selected competitors.
- ☐ We test content or structural changes and evaluate their impact on LLM answers.
- ☐ GEO insights are shared with sales, support and product teams.

5. Organisation and continuous improvement

- [ ] Responsibilities for content, technical setup, authority and measurement are defined.
- [ ] GEO is embedded in our marketing or digital objectives.
- [ ] A dedicated budget is allocated for GEO measures.
- [ ] Experiments and learnings are documented.
- [ ] Relevant teams have GEO guidelines or basic training.
- [ ] We have defined trigger points for reviewing or adjusting our GEO strategy.

6. Optional: Governance and risk

- ☐ Internal guidelines for messaging and tone of voice exist.
- ☐ We know which topics we intentionally avoid.
- ☐ We regularly review AI answers for incorrect or sensitive claims.
- ☐ A process for escalation and correction of inaccurate AI information is defined.

If you would like assistance in evaluating your maturity level or prioritizing your next steps, please feel free to contact us.

You need help?

LET'S TALK

Exclusively for you, you can also request a **free quick check** for your company, service, or product.



Robin Waberzinek (Account Manager)
robin.waberzinek@uhura.de

Make an appointment