

The Local GEO Checklist

How to make every location visible in AI search — in 90 days



Consumers no longer search alone. Their AI mediates — scanning, comparing, and shortlisting before a human ever looks. 68% of brands are absent from those recommendations. The good news: you can fix it. This checklist covers the three pillars and four phases that get you found, trusted, and chosen.

Key numbers

\$750B
consumer spend shifting to AI search*




68%
of brands missing from AI recommendations*

60%
of searches end without a website click*

2x citations, 3-9x higher conversions — what GEO delivers in 90 days

3 pillars to win in AI search

The foundation behind the checklist

 <p>Source of truth</p> <p>NAP, hours, services, photos — accurate and consistent everywhere AI looks.</p>	 <p>Context engineering</p> <p>Reviews, FAQs, local content — living proof of relevance across 10-16 sources.</p>	 <p>Orchestration</p> <p>Coordinated systems, AI agents, and continuous updates at scale.</p>
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Your 90-day GEO action plan

Phase	Your checklist
<p>Phase 1</p> <p>Week 1</p> <p>Foundational Analysis</p> <p>Get your data house in order. Stop optimizing blind.</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Ensure NAP details are identical across Google, Apple Maps, Yelp, and key directories <input checked="" type="checkbox"/> Ask real customer questions in LLMs and note where you appear vs. where competitors dominate <input checked="" type="checkbox"/> Set KPIs: Mention Rate, Citation Rate, Share of Voice <input checked="" type="checkbox"/> Prioritize target locations — start with flagship or high-growth sites
<p>Phase 2</p> <p>Days 7-30</p> <p>Context Engineering & Targeted Content</p> <p>Fill blind spots. Become the primary source for the prompts that matter.</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Create dedicated pages, blog posts, or FAQs for prompts where you are currently absent <input checked="" type="checkbox"/> Address specific customer needs (e.g. accessibility, dietary options, parking, opening hours) <input checked="" type="checkbox"/> Track new content URLs in GEO Studio to monitor AI search performance <input checked="" type="checkbox"/> Scale formats that earn citations — cut what does not
<p>Phase 3</p> <p>Days 30-60</p> <p>Surgical Placement & Off-Page Authority</p> <p>Place your brand on the sources AI already trusts.</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Reverse-engineer which blogs, forums, and local sites LLMs cite for your key prompts <input checked="" type="checkbox"/> Target sites ranking 20-40 on Google — high AI citation rate, low competition <input checked="" type="checkbox"/> Avoid expensive big-name publishers (\$50K+) — low impact on AI recommendations <input checked="" type="checkbox"/> Engage locally: join relevant community conversations and respond to reviews promptly
<p>Phase 4</p> <p>Days 60-90</p> <p>Orchestration & Compounding</p> <p>Turn one-off wins into a compounding engine for customer acquisition.</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Track AI citation rates, mentions, and Share of Voice — tie results to enquiries and revenue <input checked="" type="checkbox"/> Monitor emerging customer questions and content gaps <input checked="" type="checkbox"/> Refresh content for seasonal changes, local events, or trending queries <input checked="" type="checkbox"/> Repeat the cycle — AI visibility is never static

Ready to see *where you stand?*

GEO Studio maps your AI search presence, flags the gaps, and shows you exactly what to fix — across every location.

[Read the full GEO Playbook](#)

[Try GEO Studio free](#)