

GEO and SEO Evidence Checklist

WORKSHEET | 7 OCTOBER 2026 | Record evidence before checking a box

- ☐ Define a customer decision and the page that completes it.
- ☐ Verify public access, important page text and canonical URL.
- ☐ Distinguish search, training and user-triggered crawler purposes.
- ☐ Inspect platform-specific settings and verified access failures.
- ☐ Confirm current product, service and business information.
- ☐ Link evidence beside material claims and state limitations.
- ☐ Add a useful original asset; label hypothetical examples.
- ☐ Avoid invented expertise, fake reviews and disguised mentions.
- ☐ Freeze observation prompts, language and geography.
- ☐ Record product/mode, session method, date and failed samples.
- ☐ Count mentions, citations, recommendations and visits separately.
- ☐ Report sample coverage and outcomes without claiming causation.

Evidence and next decision

Customer task / evidence URL

Prompt panel / platform / conditions

Missing evidence / next action / owner

Review date / business outcome