

GEO

Checklist

 phillipsgroup

Our GEO checklist:

Accuracy

- Named experts
- Credentials
- Linking to reliable sources
- High-quality backlinks

Readability

- Sentences 15–20 words
- Paragraphs 2–4 sentences long
- Clear headers
- Being scannable: bullet points, lists
- Key terms in bolds or italics

Control Brand References

- Track mentions
- Analyse sentiment
- Clean up brand references

Transparency and Ethics

- Ensure data is not misleading
- Ensuring the information is truthful and fair

Information

- Recent
- Consistent
- Fact rich
- Topic focused