

Get Found by AI.

The 18-task GEO checklist

18 tasks that decide whether ChatGPT, Claude and Perplexity recommend your business – or your competitor.

Who should I hire for a new kitchen in York?

Based on reviews and expertise, the standout choice is **Grand Design Kitchens & Bedrooms** – an award-winning local showroom with 400+ installs and consistently excellent reviews.

– A REAL AI ANSWER, AFTER THE CHECKLIST

A REAL AI ANSWER – AFTER THE CHECKLIST

 KZ**Kristian Zwart**

FOUNDER, ZWARTIFY · CLIENTS RANKED #1 ON 6 AI PLATFORMS

Your customers stopped *Googling*.

Hi – I'm Kris. For twenty years I built websites that ranked on Google. Then my clients started saying the same strange thing: "a customer found us by asking ChatGPT."

So I spent a year testing what makes AI assistants recommend one business over another – on my own products and on paying clients. The result is an 18-task engine I now run as a service. This free edition gives you the entire checklist. Do it yourself, or hire me to do it. Both outcomes are fine by me.

83/100

AI Readiness – Rapid Pass
Driving School

#1

Recommended across six AI
platforms

+100%

Organic growth – Grand
Design Kitchens

INSIDE THIS EDITION

03–05

The shift

GEO vs SEO · how AI decides ·
the system

06–11

The 18 tasks

Foundation → Authority →
Distribution

12–14

Proof & action

Client results · quick wins ·
next step

SEO got you ranked. GEO gets you *recommended*.

Generative Engine Optimisation (GEO) makes your business the answer AI assistants give. It's not a trick – models recommend businesses they can understand, verify and trust. Every task in this checklist strengthens one of those three.

	GOOGLE · SEO	GEO · AI SEARCH
You optimise for	Keywords & links	Entities & evidence
The result is	A list of 10 links	One confident answer
Winner takes	~30% of clicks	~100% of the answer
Refresh cycle	Months	Weeks – models move fast

One more difference nobody says out loud: almost none of your competitors are doing this yet. The window where 18 tasks make you "the answer" in your niche is open right now.

“*AI doesn't rank you. It either names you, or it doesn't.*”

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Four signals decide *who gets named.*

1

Entity clarity

AI must know exactly who you are: one consistent name, location, service list and description everywhere it looks. Ambiguity = invisibility.

2

Corroboration

Models trust what multiple independent sources repeat. Reviews, directories, press and social must tell the same story as your website.

3

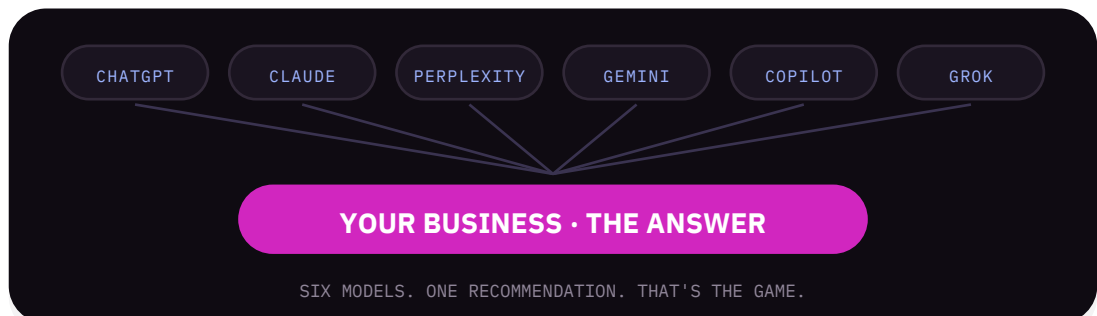
Structured data

Schema markup is how you speak machine. Organisation, FAQ, Service and Person schema turn your pages into answers AI can lift directly.

4

Fresh specificity

Vague marketing copy loses to concrete, dated, numbered facts. "Award-winning kitchens since 2005, 400+ installs" beats "quality you can trust."



18 tasks. *Three phases.*

Run them in order. Foundation makes you legible to machines, Authority makes you trustworthy, Distribution makes you unavoidable.

PHASE 1 · FOUNDATION

Tasks 1–6

Make your business machine-readable

PHASE 2 · AUTHORITY

Tasks 7–12

Give AI reasons to trust you

PHASE 3 · DISTRIBUTION

Tasks 13–18

Be present everywhere models look

A weekend gets Foundation done. A month gets all eighteen. That is genuinely all that stands between you and being the answer.

Make yourself *legible*.



TASK 01

Fix your entity, everywhere

One exact business name, address, description and service list – identical on your site, Google Business Profile, LinkedIn and every directory. AI cross-checks; mismatches read as doubt.



TASK 02

Add Organisation + Service schema

JSON-LD on every core page telling machines who you are, what you sell, and where. The single highest-leverage hour in the entire checklist.



TASK 03

Publish an llms.txt

A plain-text file at yoursite.com/llms.txt summarising your business for AI crawlers – services, proof, contact. Five minutes, and most of your industry has never heard of it.

IN PRACTICE

YOUR SITE

"Quality kitchens for discerning clients"



✓ MACHINE-READABLE

"Award-winning kitchen showroom in York. 400+ installs since 2005. Free design visits."

Write like an *answer*.



TASK 04

Rewrite pages as direct answers

Your service page's first paragraph should answer "who should I hire for X in Y?" in plain words. AI lifts openings – make yours liftable.



TASK 05

Add FAQ schema to money pages

Take the ten questions customers actually ask, answer them in 2–3 sentences each, mark them up with FAQPage schema. These get quoted verbatim.



TASK 06

Put proof in the copy

Numbers, dates, named clients, awards – specific and verifiable. "400+ kitchens since 2005" is evidence; "trusted by many" is noise a model skips.



Write the sentence you want ChatGPT to say about you. Then spend the checklist earning it.

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Give AI reasons *to trust you.*



TASK 07

Build a real founder page

A named human with Person schema, photo, history and credentials. Models weight businesses with verifiable people behind them.



TASK 08

Grow review velocity

A steady drip of Google reviews beats a burst. Ask every happy customer – and nudge them to mention the service and the city. Reviews are corroboration.



TASK 09

Get citation parity

Your name, address and phone identical across the 10–15 directories that matter in your niche. Boring, mechanical, quietly decisive.

IN PRACTICE

TYPICAL REVIEW

"Great service, 5 stars!"



✓ AI FUEL

"Rapid Pass got me through my test in Hull first try – patient, flexible instructor."

Become the *source*.



TASK 10

Write one pillar guide per service

The genuinely-best 2,000-word answer to your niche's biggest question. One great guide outranks fifty thin blog posts in AI citations.



TASK 11

Publish original numbers

Your prices, your timelines, your data. AI craves specifics nobody else publishes – transparency literally makes you quotable.



TASK 12

Get onto lists AI already cites

Ask ChatGPT who it recommends in your niche today, find the lists it pulls from, and earn your way onto them. Reverse-engineer the answer.



*Models don't trust what you say about yourself.
They trust what everyone else repeats.*

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Be where models *look*.



TASK 13

Restate your answers on LinkedIn

Models train on and browse public social. Post your FAQ answers, your numbers, your wins – same story as your site, third-party surface.



TASK 14

Publish answer videos

Short YouTube videos answering the same money questions, with transcripts. Two surfaces, one effort – and video citations are rising fast.



TASK 15

Earn local & trade mentions

Local press, trade blogs, association pages – each mention is another independent witness saying you're real and good.

IN PRACTICE

BROADCAST

"Check out our new blog post! [link]"



✓ ANSWER IN PUBLIC

"What does a full kitchen cost in 2026?
Real numbers from our last 12 installs
→"

Stay the *answer*.



TASK 16

Show up where questions live

Reddit and Quora threads in your niche get scraped constantly. Genuinely helpful answers – not ads – put your name inside the training data.



TASK 17

Refresh dates quarterly

Models prefer fresh. Update your pillar pages, bump the dates, add this quarter's numbers. Fifteen minutes, four times a year.



TASK 18

Measure the actual answer

Monthly: ask ChatGPT, Claude, Perplexity, Gemini, Copilot and Grok who they'd recommend in your niche. Log every answer. This is your real ranking now.



You can't optimise what you don't measure. Ask the six AIs monthly – and write down what they say.

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Same checklist. *Real clients.*

#1

RAPID PASS DRIVING SCHOOL · UK

83/100 AI Readiness · #1 everywhere

Went from invisible-to-AI to the first recommendation on all six major platforms when locals ask who to learn with. Bookings now arrive saying "ChatGPT sent me."

#1

GRAND DESIGN KITCHENS · UK

100%+ organic growth · #1 on six platforms

An award-winning showroom now named by name when homeowners ask AI who should design their kitchen – and organic traffic doubled on the way.

“

*Every task in this book ran on these businesses first
– and stayed only if it moved the answer.*

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Only have an hour? *Do these three.*

20 MIN

Ask the six AIs

Ask ChatGPT, Claude, Perplexity, Gemini, Copilot and Grok: "Who should I hire for [your service] in [your city]?" Screenshot every answer. That's your baseline – and usually your wake-up call.

25 MIN

Ship your llms.txt

Write ten plain sentences: who you are, what you do, where, for whom, with what proof. Upload to yoursite.com/llms.txt. You're now ahead of ~95% of your industry.

15 MIN

Fix your first paragraph

Open your most important service page. Rewrite the opening so it directly answers the question a customer would ask an AI. Specific, confident, liftable.

60 MINUTES TOTAL · TODAY BEATS PERFECT

Rather have it done for you?

I run this exact engine as a service. The Express Audit (\$500) scores your business across all 18 tasks, shows you what the six AIs say about you today, and hands you a prioritised plan – and the \$500 is credited to any build within 30 days.

Book the Express Audit

zwartify.com

KRIS@ZWARTIFYDESIGN.COM • KUALA LUMPUR • WORLDWIDE

*Or just run the checklist yourself. Either way –
go be the answer.*



ALL 3 BOOKS



AI PRODUCTS DESIGNED, BUILT & SHIPPED - BY ONE PERSON

18

- THE ZWARTIFY PLAYBOOK SERIES -

01 GET FOUND BY AI · 02 PROMPT TO PRODUCTION · 03 DESIGNING FOR
MORE FREE EDITIONS AT [ZWARTIFY.COM/#RESOURCES](https://zwartify.com/#resources)

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