

ChatGPT SEO 2026 AI Citation Checklist

GEO • AEO • LLM Search Optimization • Schema • AI Retrieval Testing

Prepared for Yourneeds.asia

Use this checklist before publishing or improving a ChatGPT SEO page. It is designed to help businesses improve AI visibility across ChatGPT, Gemini, Claude, Perplexity, Google AI Overviews and voice-search style answer engines without relying on fake claims, fake reviews or unsupported case studies.

1. ChatGPT SEO Foundation

- Focused keyword appears naturally in the title, intro, headings and answer blocks.
- Page explains ChatGPT SEO in a clear 50-90 word direct-answer format.
- Traditional SEO, GEO, AEO and LLM SEO are clearly differentiated.
- Content avoids keyword stuffing and explains real business value.
- Each major section answers a specific buyer or implementation question.

2. GEO and AEO Readiness

- Add direct-answer blocks for key questions such as 'What is ChatGPT SEO?' and 'How do I show up in ChatGPT responses?'
- Use concise summaries that AI engines can extract without needing surrounding paragraphs.
- Add comparison tables for Traditional SEO vs ChatGPT SEO.
- Add GEO sections explaining citation, entity trust and information gain.
- Add AEO sections for voice search, featured snippets and AI Overviews.

3. Schema and Structured Data

- Use Organization, WebSite, WebPage/Article, Service, BreadcrumbList and FAQPage schema.
- Do not mark ChatGPT, Gemini, Claude or Perplexity as SoftwareApplication unless you are reviewing software apps.
- Use Thing or DefinedTerm style entity mentions for AI platforms.
- Add ImageObject schema for featured and supporting images.
- Validate JSON-LD with Google Rich Results Test and Schema.org validator.

4. AI Retrieval Testing Prompts

- Ask ChatGPT: What is ChatGPT SEO?
- Ask ChatGPT: How do I show up in ChatGPT responses?

- Ask Gemini: Compare traditional SEO and ChatGPT SEO.
- Ask Claude: Summarize this page and identify its main entities.
- Ask Perplexity: Find sources explaining GEO and ChatGPT SEO.
- Record whether your brand is mentioned, cited or ignored.

5. Topical Authority Cluster

- Create or link to AI SEO services page.
- Create or link to Traditional SEO vs AI SEO page.
- Create or link to GEO/AEO explanation pages.
- Create or link to local SEO and WordPress SEO pages.
- Create supporting pages for industry use cases such as healthcare, ecommerce, law firms and SaaS.

6. Entity Trust Stack

- Add founder or reviewer profile.
- Link to LinkedIn and relevant social profiles.
- Keep brand name, phone and service descriptions consistent across pages.
- Connect Google Business Profile references where relevant.
- Use About and Contact pages as trust anchors.

7. Image and Media Optimization

- Set a featured image in WordPress and Yoast.
- Use AVIF/WebP where possible with fallback images.
- Add descriptive alt text for every image.
- Align images with related content, not as standalone image dumps.
- Add ImageObject schema for major visual assets.

8. Proof-Safe Trust Building

- Do not invent client case studies, fake screenshots, fake ratings or fake reviews.
- Use proof-of-process: audit matrix, roadmap, schema validation, AI testing workflow and transparent methodology.
- Add real case studies only after verified results exist.
- Add disclaimers for planning scores or estimated ROI calculators.
- Show experience and process honestly.

9. Performance and Accessibility

- Use SVG title and desc for important charts.
- Add table header scope attributes.
- Use focus states and skip links where possible.
- Respect prefers-reduced-motion for animations.
- Use content-visibility carefully for long sections.
- Keep Yoast responsible for canonical, OG and Twitter meta tags.

10. Final Publishing Checks

- Run Google Rich Results Test.
- Run Schema.org validator.
- Check mobile layout in Elementor.
- Check that all CTAs work.
- Check that internal links open correctly.
- Upload this PDF to WordPress Media Library and replace the page PDF URL if needed.

AI Citation Test Matrix

Prompt	Pass Signal	Fix if Failed
What is ChatGPT SEO?	Clear GEO/AEO definition	Improve first answer block
How do I show up in ChatGPT?	Mentions schema, entities, answers	Add retrieval framework
Who offers ChatGPT SEO services?	Brand/service is understandable	Strengthen Service schema
Compare SEO and ChatGPT SEO	Explains ranking vs citation	Add comparison table
Can small businesses use it?	Mentions local SEO and FAQs	Add small business examples