

# GEO CHECKLIST

for Arts, Culture & Civic Organizations

<input type="checkbox"/>	<p><b>1. Answer the Obvious Questions First</b></p> <ul style="list-style-type: none"><li>• Turn common inquiries into clear, standalone pages</li><li>• For example, 'What Should I Wear to Opening Night?' or 'Can I Bring Kids to the Exhibit?'</li></ul>
<input type="checkbox"/>	<p><b>2. Use Plain Headings and Short Paragraphs</b></p> <ul style="list-style-type: none"><li>• Help AI systems scan your content with clear headers like 'How to Get Here' or 'Volunteer Opportunities'</li><li>• Keep paragraphs short.</li></ul>
<input type="checkbox"/>	<p><b>3. Add Structured Data</b></p> <ul style="list-style-type: none"><li>• Use schema.org tags like Event, FAQPage, or Organization</li><li>• Tools like Google's Rich Results Test can validate your markup.</li></ul>
<input type="checkbox"/>	<p><b>4. Allow Reputable Bots</b></p> <ul style="list-style-type: none"><li>• Update your robots.txt file to allow OpenAI's GPTBot and Google-Extended</li><li>• Refer to their documentation for safe configuration.</li></ul>
<input type="checkbox"/>	<p><b>5. Earn Mentions on Reputable Sites</b></p> <ul style="list-style-type: none"><li>• Appear in podcasts, local media, community blogs, and event platforms</li><li>• Mentions build trust with AI systems.</li></ul>
<input type="checkbox"/>	<p><b>6. Keep Content Fresh</b></p> <ul style="list-style-type: none"><li>• Update your evergreen pages regularly with current data, photos, awards, or quotes.</li></ul>
<input type="checkbox"/>	<p><b>7. Track 'Mention Share', Not Just Clicks</b></p> <ul style="list-style-type: none"><li>• Use tools like Glasp or AI analytics dashboards to track brand mentions in generative AI platforms.</li></ul>