GEO for Beginners: 15 Tips and a 30-Day Plan

What to fix on your site, what to build beyond it, and a four-week plan for showing up in ChatGPT, Perplexity, Gemini and other AI answers.

01 On your own site

- [ ] State who you are, what you do, who you serve and your category on key pages
- [ ] Say who each piece is written for in its introduction
- [ ] Publish comparison and alternative pages
- [ ] Show expertise: named authors, real examples, linked sources
- [ ] Link every page to at least two to three related pages
- [ ] Answer real buyer questions directly, under question-format headings
- [ ] Add JSON-LD schema, starting with Organization, BreadcrumbList and FAQPage
- [ ] Add a FAQ section to every core page, marked up with FAQPage schema
- [ ] Add 'Last updated' dates and review key pages at least quarterly

02 Beyond your site

- [ ] Build credible mentions: press, analyst briefings, podcasts, directories
- [ ] Use the same terms for your category and product everywhere
- [ ] Claim and complete LinkedIn, Crunchbase, review and directory profiles
- [ ] Write one clear company description and reuse it on every channel
- [ ] Test your brand in AI tools at least monthly with your buyers' key prompts

03 30-day action plan

1 Days 1 to 7: audit and define
Test your brand in ChatGPT, Perplexity, Gemini, Claude and Copilot. Record what AI says about you and competitors. List 10 to 20 target buyer questions.

2 Days 8 to 14: fix owned content
Clarify entity definitions on the homepage, About and core product pages. Add FAQ sections to two to three pages, plus JSON-LD schema.

3 Days 15 to 21: build two to three pieces
A comparison or alternative page, one piece that answers a top buyer question directly, and a case study or proof page with clear outcomes.

4 Days 22 to 30: claim and connect
Match your Crunchbase, LinkedIn and review profiles to your website description. Plan the next press opportunity. Set a monthly prompt check.

04 Three layers of a GEO strategy

1. Owned content
- Clear entity definition and FAQ sections
- JSON-LD schema on all core pages
- Named authors and data citations
- Topic clusters and question-format titles

2. Earned presence
- Industry press mentions
- Analyst mentions and commentary
- Podcasts, conference talks, contributor articles
- Case studies and testimonials

3. Claimed profiles
- LinkedIn company page
- Crunchbase
- Review platforms for your market
- Industry directories and Google Business Profile

05 Beginner mistakes to avoid

Starting with tools
- Define the buyer questions you want to appear in before buying software

Writing for AI instead of buyers
- Clear, useful, accurate content is what AI systems draw from

Ignoring external signals
- Press, reviews and analyst mentions add to AI system confidence

Treating GEO as a one-time project
- AI systems update constantly; GEO needs ongoing monitoring and updates

Counting mentions only
- Appearing with the wrong description is as bad as not appearing

06 Where to start

> *Focus on Layer 1, your owned content, first, then build outward. Expect results in weeks or months, and keep checking what AI says about you.*

Full guide: **mustardseedmt.com/learning-center/generative-engine-optimization-tips-for-beginners**

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