

A small business SEO & GEO check.

Choose one page. Answer one customer question. Make one useful improvement.

Start with the page that matters

Pick a product or service page that you want potential customers to find. Write down who it helps, what they need to know and the next step you want them to take.

SEO helps people discover useful pages through search. GEO is a term used for making information useful in answers from AI search systems. Begin with accurate information and a clear page.

Five quick checks

1. **Name the offer.** Does the page title describe what you sell and who it is for?
2. **Answer the decision questions.** Explain the price, scope, limitations, location if relevant and how to contact you.
3. **Make it readable.** Use short sections and headings that match real questions. Keep essential details in text.
4. **Connect the journey.** Link a relevant article to the offer. Test the button on a phone.
5. **Check discovery.** If you own the site and have Search Console access, inspect the page URL. Record what the report shows before changing anything.

Google says its existing SEO practices also apply to AI Overviews and AI Mode. It does not require special AI markup. A clear page does not guarantee indexing or inclusion in an AI answer.

[Source: Google Search Central — AI features and your website](#)

TURN THE CHECK INTO AN ACTION

Write what you can verify.

A fictional example

A local repair service has a page called “Our solutions”. The page never names the equipment it repairs or the area it serves. The owner can replace the vague heading with an accurate service name, list supported equipment and explain how to request an assessment.

If a repair cannot be quoted without inspection, say so. Do not invent a fixed price, a testimonial or a guarantee to make the page sound stronger.

Your one-page action sheet

Page	Write the URL you checked.
Customer question	What must someone understand before contacting you?
Observation	Copy the missing or unclear information.
Correction	Choose one change you can make and verify.
Review	Record the date and check the page again.

Use an AI tool for a focused review

Read this page text and help me answer one customer question: [question]. Separate facts in the text from missing information. Suggest one revision using only the facts I provide. Do not invent prices, results or testimonials. Ask me for any information required to finish it.

Paste your own public page text after the instruction. Review the proposed wording yourself. This short prompt is a starting point; the paid guides include instructions and three procedures specific to each guide.

Search traffic, AI citations, enquiries and orders are different measurements. Record the ones you actually have. A changed page is a completed action, not proof of a sales increase.



CHOOSE YOUR NEXT TASK

Keep the next step practical.

Continue for free

The Free Visibility Toolkit has an English and French checklist and an action sheet. Read it online without buying a guide.

[Open the free Notion toolkit →](#)

Want a fuller method?

Our individual guides cover websites, first prospects, local visibility, SEO and AI search. Each English guide on our main store includes a PDF, EPUB and resources with companion agent instructions and three procedures. Use these with your own compatible AI tool.

SEO Without the Common Mistakes

Identify errors and decide what to fix before paying for help.

[Explore the SEO guide →](#)

GEO: Understanding and Action

Review AI search, citations and the evidence behind your business information.

[Explore the GEO guide →](#)

These links lead to paid individual guides from DIY Marketing Guide. The toolkit and this starter guide are free. Choose according to your task.

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Contact: contact@diymarketingguide.com

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