OONA/BAAS

THE GEO PAPER · OCTOBER 2026

THE GEO CHECKLISTS

Owned, earned and community: every check from the webinar "GEO is a reputation game", ready to tick off with your team.

O OWNED E EARNED C COMMUNITY

WHERE AI GETS ITS ANSWERS

OWNED GEO CHECKLISTS

What brands say about themselves. Everything you publish and control. Easiest to fix. Least trusted on its own.

WEBSITE

- [ ] AI crawlers allowed, per bot, in robots.txt
- [ ] No login or cookie wall on core pages
- [ ] Core pages load as text, not only via scripts
- [ ] Facts on pages, not only in PDFs
- [ ] Clear title and 1-line description per page
- [ ] Technical page data says the same as the visible text
- [ ] 1 URL per topic, language declared
- [ ] Sitemap current, site search works
- [ ] Last-updated date where content changes
- [ ] Old pages and promos removed or marked

SOCIAL

- [ ] Every bio says the same thing
- [ ] Bio link goes to a live page
- [ ] Handles consistent across platforms
- [ ] LinkedIn page complete and current
- [ ] Brand and product named in the caption
- [ ] Key facts repeated in text, not only in visuals
- [ ] Pinned posts carry the core message
- [ ] Video descriptions name brand and product
- [ ] Sentences, not hashtags
- [ ] Every public question gets a reply
- [ ] Same answer every time, in line with the FAQ

WRITING

- [ ] Answer first: what, for whom, why different
- [ ] Top customer questions answered in 2 lines
- [ ] Figures, not adjectives
- [ ] Headings people would type, in your customers' languages
- [ ] Claims carry a source or a date
- [ ] No contradictions between pages
- [ ] Comparison pages where you win

NEWSROOM

- [ ] Releases in full text on your own domain
- [ ] News and figures in the first paragraph
- [ ] Identical boilerplate everywhere
- [ ] Named authors with a role
- [ ] 1 question per article, in the title
- [ ] Yearly review: fresh date or taken down
- [ ] Case studies with client, result and number
- [ ] Published in the languages you serve
- [ ] Republished on open trade media

BRAND FACTS

- [ ] 1 fact sheet, 1 owner, reviewed quarterly
- [ ] Matches about page, LinkedIn, Google Business Profile and bios
- [ ] Company registers (KBO/BCE, KVK) match
- [ ] Wikidata entry exists and is correct
- [ ] Google Business Profile per location
- [ ] Directories carry the same facts
- [ ] Product names spelled identically everywhere

E

WHERE AI GETS ITS ANSWERS

EARNED GEO CHECKLISTS

What journalists, media, experts and creators say about your brand. Someone else decides to write it. That is why AI trusts it more.

E PRESS

- [ ] Target list includes titles AI can read
- [ ] Releases with a name, a number and a date
- [ ] Same core claim in every pitch
- [ ] Pitch your brand for best-of and comparison lists
- [ ] Ask for a link to your site
- [ ] Track where coverage gets republished

E CREATORS

- [ ] Brief on the questions people ask AI
- [ ] Same fact sheet for every creator
- [ ] Brand and product named in the caption
- [ ] A written review or description, not only video
- [ ] Partnership clearly disclosed
- [ ] Also on YouTube and blogs, where AI reads
- [ ] Creators reply to questions and mentions in the comments

E RECORDS AND PARTNERS

- [ ] Wikidata entry exists and is correct
- [ ] Company register matches your facts
- [ ] Federation and partner pages list you correctly
- [ ] Awards and rankings name you
- [ ] Trade press profiles up to date

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WHERE AI GETS ITS ANSWERS

COMMUNITY GEO CHECKLISTS

What people say about your brand. Unfiltered, in public, and read by AI as the closest thing to the truth.

C REVIEWS

- [ ] Active on Google, Trustpilot and store reviews
- [ ] Ask every customer for a review
- [ ] Reply to every review, including the bad ones
- [ ] A steady flow of recent reviews
- [ ] Replies use the same facts as your FAQ

C FANS AND CREATORS

- [ ] Ask fans for opinions and experiences
- [ ] Repost and feature what fans say
- [ ] Share creator content on Reddit, forums and YouTube, not only on your own channels
- [ ] Check which community sources AI quotes

C REDDIT AND FORUMS

- [ ] Monitor brand and category every month
- [ ] Reply under the brand name, say who you are
- [ ] Be useful, no sales pitch
- [ ] Correct wrong claims with a link to the facts
- [ ] Community managers or ambassadors assigned