Local GEO Checklist

Build Citation-Worthy Authority for AI Systems to Reference

Created by Mainstay Automation - Generative Engine Optimization Specialists

What is Local GEO?

Generative Engine Optimization (GEO) for local businesses means creating authoritative content that AI systems cite and reference when providing recommendations.

The Goal: When someone asks "who's the most trusted plumber in Phoenix?" - AI cites YOUR business as the authority.

Time Investment: 2-3 hours per week | **Results Timeline:** 3-6 months

Quick Start (Week 1 - Pick 3)

- ☐ Add all licenses/certifications to your website prominently
- ☐ Write one 2000+ word ultimate guide about your service
- ☐ Collect 10 statistics about your local market
- ☐ Create an "About Us" page with team credentials
- ☐ Add customer testimonials with real names and photos

Phase 1: Authority Foundation (Foundation - Do First!)

Establish Your Expertise

- ☐ **Create comprehensive "About Us" page** - Include credentials, experience, certifications
- ☐ **List all certifications and licenses prominently** - AI trusts credentialed sources
- ☐ **Add team member bios** - Professional backgrounds and expertise areas
- ☐ **Display industry association memberships** - Shows professional standing
- ☐ **Include years in business + customers served** - Quantify your experience
- ☐ **Link to team LinkedIn profiles** - Additional credibility verification

Build Trust Signals

- ☐ **Real customer testimonials with names** - Generic reviews don't build authority
- ☐ **Case studies with specific results** - "Reduced energy costs by 30%" not "saved money"
- ☐ **Before/after photos of work** - Visual proof of expertise
- ☐ **Industry certifications displayed** - Make credentials visible
- ☐ **Insurance and bonding info** - Professional accountability
- ☐ **Media mentions and awards** - Third-party validation

Phase 2: Create Citation-Worthy Content (Content That Gets Quoted!)

Ultimate Guides (Become THE Reference)

Goal: Create comprehensive guides that AI will cite as authoritative sources

High-Impact Content Ideas:

- ☐ **"Complete Guide to [Your Service] in [Your City]"** (3000+ words)
    - *Include local regulations, pricing, seasonal considerations*
- ☐ **"[Your City] Homeowner's Guide to [Your Industry]"**
    - *Cover local challenges, climate considerations, regulations*
- ☐ **"2025 Cost Guide: [Your Service] Pricing in [Your City]"**
    - *Include real market data, seasonal variations, factors affecting price*
- ☐ **"Local Regulations & Permits for [Your Service]"**
    - *City-specific requirements, permit processes, code compliance*

Original Research & Data (AI Loves Statistics!)

- ☐ **Conduct local market survey** - Even 50-100 customers provides quotable data
- ☐ **Create pricing data for your market** - "Average [service] cost in [city] is $X"
- ☐ **Annual industry report** - "State of [Industry] in [City] 2025"
- ☐ **Document common problems with stats** - "X% of [city] homes have this issue"

Expert Comparison Content

- ☐ **"[Method A] vs [Method B]: Expert Analysis"** - Position yourself as the authority
- ☐ **"Top 10 [Industry] Mistakes in [City]"** - Shows deep local knowledge
- ☐ **"DIY vs Professional: When to Call an Expert"** - Builds trust
- ☐ **"How to Choose a [Service] Provider: Insider Guide"** - Establishes credibility

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Phase 3: Statistical Authority Building (Make Your Data Quotable!)

Create Quotable Statistics

Why This Matters: AI systems love citing specific numbers and data points

- ☐ **"X% of [City] homes have [specific problem]"** - Local relevance is key
- ☐ **"Average cost of [service] in [City] is $X"** - Pricing transparency builds trust
- ☐ **"[Service] prevents X% of [problem type]"** - Value proposition with data
- ☐ **"Customers save $X annually with proper [service]"** - ROI statistics
- ☐ **"[City] sees X [service] emergencies per year"** - Urgency and frequency data

Industry Insights Documentation

- ☐ **Create charts and infographics** - Visual data is highly citable
- ☐ **Track seasonal trends** - "Winter increases [service] calls by X%"
- ☐ **Document price changes annually** - "Costs increased X% in 2025"
- ☐ **Monitor regulatory changes** - Be first to report new local requirements

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Phase 4: Expert Positioning (Become the Go-To Authority)

Thought Leadership Content

- ☐ **"Ask the Expert" weekly series** - Answer real customer questions
- ☐ **Industry predictions and trends** - "5 Changes Coming to [Industry] in 2026"
- ☐ **Best practices guides** - Share professional techniques
- ☐ **Myth-busting content** - "Common [Industry] Myths Debunked by Experts"

Professional Credibility Building

- ☐ **Guest post on industry sites** - Expand your authority footprint
- ☐ **Local media contributions** - Become the go-to expert for reporters
- ☐ **Speaking engagements** - Document and promote appearances
- ☐ **Industry training/workshops** - Teaching establishes expertise

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Phase 5: Advanced GEO Strategies (Maximum Authority)

Build Your Knowledge Graph

- ☐ **Create topic clusters** - Link related content comprehensively
- ☐ **Build industry glossary** - Define terms as the authority
- ☐ **Resource libraries by topic** - Become the one-stop reference
- ☐ **Comprehensive FAQ sections** - Cover every possible question

Community & Historical Authority

- ☐ **Document company milestones** - Build credibility over time
- ☐ **Create local industry timeline** - Show deep market knowledge
- ☐ **Portfolio with detailed case studies** - Proof of expertise
- ☐ **Community involvement documentation** - Local trust and recognition

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GEO Quick Wins (Start Here - Week by Week!)

Week 1: Foundation Setup

1. ✅ Add all credentials to website prominently
2. ✅ Write your first 2000+ word ultimate guide
3. ✅ Create "About Us" page with team expertise

Week 2: Content Authority

1. ✅ Publish local pricing/market data
2. ✅ Create one expert comparison article
3. ✅ Start collecting customer success statistics

Week 3: Original Research

1. ✅ Launch "Ask the Expert" series
2. ✅ Conduct small local survey/research
3. ✅ Build industry glossary/resource section

Week 4: Optimization & Testing

1. ✅ Test if AI cites your content
2. ✅ Refine based on what gets referenced
3. ✅ Plan next month's authority content

Common Local GEO Mistakes to Avoid

- ❌ **Surface-level content** → ✅ **Create comprehensive, expert-level guides**
- ❌ **No original data** → ✅ **Include unique statistics and research**
- ❌ **Hidden credentials** → ✅ **Display expertise prominently**
- ❌ **Generic advice** → ✅ **Provide city-specific, insider knowledge**
- ❌ **No source citations** → ✅ **Reference authoritative sources properly**

Success Metrics & Testing

GEO Authority Indicators

- ☐ AI cites your specific statistics
- ☐ AI references your guides as sources
- ☐ AI recommends you for expert questions
- ☐ Increased consultation requests
- ☐ Media interview opportunities

Monthly AI Testing Protocol

- ☐ Search "[Industry] expert in [City]" - Do you appear?
- ☐ Test complex questions - Does AI reference your content?
- ☐ Check competitor mentions vs. yours
- ☐ Monitor which content gets cited most

For advanced GEO strategies and authority building support, visit Mainstay Automation

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