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Business clarity and public information

Help customers understand who you are and what you do before adding more content.

AEO means answer engine optimization; GEO means generative engine optimization. These terms describe approaches to making useful information understandable in answer-based and AI-assisted discovery. They do not describe a guaranteed way to be recommended. This tool uses ordinary website and information upkeep.

Business or brand shorthand / review date

1. Business/entity clarity

- [ ] Describe what the business offers and who it serves in one plain-language sentence.
- [ ] Explain the relationship between the public brand and legal business name where customers need that context.
- [ ] State how customers can work with you: online, at a location, or in a service area, as applicable.

2. Consistent public information

- [ ] Use your Business Information Master Sheet as the reference for current public facts; avoid creating a second master record here.
- [ ] Update changed phone, website, hours, and service-area details on the public channels you actually use.
- [ ] Remove or request corrections to outdated business descriptions and broken customer links.

One clarity or information update to make

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Useful website content and answers

Use real customer questions to improve the pages customers already need.

3. Useful website content

- [ ] Describe current products or services with practical details, limitations, and an appropriate next step.
- [ ] Keep important information as readable text, with headings and meaningful links; do not rely only on graphics.
- [ ] Test key pages and contact links on a phone, including text size, link labels, and ease of navigation.

4. Customer questions / FAQs

- [ ] List questions customers actually ask about fit, process, timing, pricing approach, or policies.
- [ ] Answer each question directly and accurately on the relevant page or FAQ; link to details when useful.
- [ ] Review old answers when the offer changes, and combine repeated answers rather than adding duplicate pages.

Customer question to answer / existing page to improve

Draft a short answer using facts you can stand behind

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Profiles and credibility

Maintain the profiles appropriate for your business and use accurate trust signals.

5. Profile completeness

- [ ] Review current descriptions, categories, images, and contact links on your active public profiles.
- [ ] Check eligibility and platform rules before creating or changing a profile; use the Google Business Profile Checklist for its detailed requirements.
- [ ] Assign someone to monitor profile changes and customer messages instead of leaving profiles unattended.

6. Credibility and trust

- [ ] Explain who is responsible for the business and provide a working way to contact it.
- [ ] Use genuine experience, qualifications, policies, and customer examples with permission and accurate context.
- [ ] Use the Reviews & Credibility Checklist for detailed review practices; remove unsupported claims from public content.

Profile or trust update / person responsible / target date

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Structured basics and maintenance

Keep technical questions practical; ask your website provider when a task is outside your expertise.

7. Basic structured visibility concepts

- [ ] Ask your website provider whether important public pages can be discovered through internal links and are intentionally available to search engines.
- [ ] If structured data is used, confirm it describes visible, accurate page content; ask the provider to check relevant validation results.
- [ ] Read current official guidance before purchasing AI markup tools. Google does not require special AI files or special schema for its AI search features.

Structured data is a standardized way to label information on a page for machines. It supplements useful visible content. It does not establish credibility by itself or promise placement. Other platforms may have different guidance.

8. Ongoing maintenance

- [ ] Choose a routine review interval and review sooner after a change in offers, contact details, hours, or policies.
- [ ] Check important links, profile details, and frequently used answers; correct facts before adding new material.
- [ ] Record completed changes and unresolved questions so the next review starts from current information.

Website-provider question / next routine review date

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Put one improvement into motion

Use an ordinary action list. This checklist does not measure visibility or reproduce a paid assessment.

Your next useful changes

Action / page or profile	Owner	Target date

What changed after the work was completed?

What still needs an answer, and who can help?

Next review date / trigger for an earlier review

For individualized help, read the NINZ AI Visibility Assessment solution description. The paid service is separate from this general educational checklist.

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Use, save, and keep learning

AI/AEO/GEO Visibility Checklist

Work through one area at a time. Check only actions you have completed; leave irrelevant items blank. Choose one useful improvement, assign it, and set a review date. No ratings or scores are used.

Using the digital edition

Download first and open in a PDF reader that supports AcroForm fields. Save a copy after entering your information. Test one field and reopen the saved file before completing the tool. Long text may scroll within a field, so keep notes concise and check print preview. Repeat only the pages you need for each new period.

Educational use

General business education only. This self-help checklist is not an individualized assessment or score. It does not guarantee rankings, AI citations, AI recommendations, traffic, leads, sales, or revenue. Platform requirements and features may change.

Connected NINZ tools

Business Information Master Sheet
https://ninz.me/resources/business-information-master-sheet/

NINZ Google Business Profile Checklist
https://ninz.me/resources/google-business-profile-checklist/

Business Reviews & Credibility Checklist
https://ninz.me/resources/business-reviews-credibility-checklist/

Learning Center: https://ninz.me/learning-center.html

Individualized help: https://ninz.me/solutions.html

Google Search Central: AI features and your website (checked October 4, 2026)
https://developers.google.com/search/docs/appearance/ai-features

Google Search Central: introduction to structured data (checked October 4, 2026)
https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data