

Generative Engine Optimization (GEO) Structured Data Cheat Sheet + Content Embedding Checklist

Use this guide to apply structured data (schema markup) and content strategies that help improve how your business is recommended by AI tools like ChatGPT, Google Gemini, and other LLMs.

1. Organization (Base schema for any business)

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Your Business Name",
  "url": "https://yourwebsite.com",
  "logo": "https://yourwebsite.com/logo.png",
  "sameAs": [
    "https://linkedin.com/company/yourpage",
    "https://instagram.com/yourpage",
    "https://facebook.com/yourpage"
  ]
}
```

2. Person (For professionals like agents, advisors, creators)

```
{
  "@context": "https://schema.org",
  "@type": "Person",
  "name": "Your Full Name",
  "jobTitle": "Your Role",
  "worksFor": {
    "@type": "Organization",
    "name": "Your Company"
  }
}
```

```
},
"url": "https://yourwebsite.com/your-profile",
"image": "https://yourwebsite.com/images/yourphoto.jpg",
"sameAs": [
  "https://linkedin.com/in/yourprofile",
  "https://facebook.com/yourpage"
]
}
```

3. Local Business (For location-based businesses like real estate, trades, fitness)

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Your Business Name",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Example St",
    "addressLocality": "Suburb",
    "addressRegion": "VIC",
    "postalCode": "3000",
    "addressCountry": "AU"
  },
  "telephone": "+61 3 9123 4567",
  "url": "https://yourwebsite.com",
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": -37.8136,
    "longitude": 144.9631
  }
}
```

```
},  
"openingHours": "Mo-Fr 09:00-17:00",  
"sameAs": [  
  "https://facebook.com/yourpage",  
  "https://instagram.com/yourpage",  
  "https://linkedin.com/company/yourpage"  
]  
}
```

4. Service (Useful for consultants, health professionals, trades)

```
{  
  "@context": "https://schema.org",  
  "@type": "Service",  
  "serviceType": "Business Coaching",  
  "provider": {  
    "@type": "LocalBusiness",  
    "name": "Your Business Name",  
    "url": "https://yourwebsite.com"  
  },  
  "areaServed": {  
    "@type": "Place",  
    "name": "Melbourne, VIC"  
  },  
  "description": "Helping small businesses improve their ranking across AI platforms."  
}
```

5. Aggregate Rating + Review

```
{
```

```
"@context": "https://schema.org",
"@type": "Product",
"name": "AgentRankAI",
"aggregateRating": {
  "@type": "AggregateRating",
  "ratingValue": "4.8",
  "reviewCount": "62"
}
}
```

6. FAQ Page (Helpful for AI-based direct answers)

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is AgentRankAI?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "AgentRankAI is a Generative Engine Optimization platform that helps professionals improve their visibility in AI-powered recommendations."
      }
    },
    {
      "@type": "Question",
      "name": "How do I improve my GEO score?",
      "acceptedAnswer": {
        "@type": "Answer",
```

"text": "By improving your online presence, reviews, social proof, and structured data visibility."

```
}  
}  
]  
}
```

Content Embedding Checklist (for GEO)

1. **Write semantically-rich content**
 - ✓ Use natural, conversational language
 - ✓ Structure content with H2s, H3s, bullets and lists
 - ✓ Answer specific, relevant user questions
 2. **Author attribution & bio**
 - ✓ Include visible, linked author bio with credentials
 - ✓ Use Person schema for structured context
 3. **Link to trusted external + internal sources**
 - ✓ Add outbound links to reputable sources (e.g. gov, .edu, Wikipedia)
 - ✓ Interlink your own related blog or service pages
 4. **Use SameAs schema for consistency**
 - ✓ Connect your business entity to social/media profiles via schema
 5. **Repurpose content across platforms**
 - ✓ Share thought leadership on LinkedIn, YouTube, Reddit, Quora, podcasts
 - ✓ Use consistent naming and language across all platforms
 6. **Feed content into LLM-aware tools (optional)**
 - ✓ Upload PDFs, blog posts, or guides to ChatGPT custom GPTs, Perplexity Pages, or Claude memory
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Tools to Test Your Schema

- [Google Rich Results Test](#)
- [Schema.org Validator](#)
- [Yoast or RankMath Plugin](#) (WordPress only)