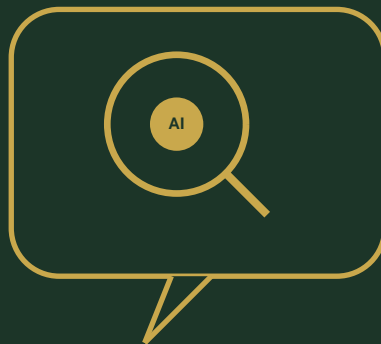


FREE PLAYBOOK FOR SHOPIFY STORES

GEO

MASTER PLAYBOOK



ISHAAN PULAST | ALETHIA.IO

Start Getting Customers
From ChatGPT to Your
Shopify Store Now

How to Use This Playbook

This SOP playbook gives you step-by-step workflows for every GEO activity, organised from the most foundational (done once) to ongoing daily, weekly, and monthly routines. Each SOP tells you exactly what to do, how long it takes, what tool to use, and what result to expect.

■ READING FORMAT

- Each SOP follows the same structure: Purpose → Inputs/Outputs → Step-by-step workflow → Checklist → Notes
- Time estimates assume zero prior experience. You will get faster.
- SOPs are designed to be delegated. Hire a VA once you understand the process yourself.

The 4 Zones of GEO Work

ZONE	CADENCE	WHAT IT COVERS	TIME INVESTMENT
Zone 1	One-Time Setup	Schema, crawlers, feeds, site audit	8–12 hours total
Zone 2	Weekly (2–3 hrs)	Query tracking, content publishing, Reddit	2–3 hrs/week
Zone 3	Monthly (4–6 hrs)	Authority building, PR, competitor audit	4–6 hrs/month
Zone 4	Quarterly	Full GEO audit, strategy refresh	6–8 hrs/quarter

ZONE 1 — ONE-TIME SETUP

SOP 1 — Unblock AI Crawlers

AI engines can only recommend your store if their crawlers can read it. This SOP ensures every major AI crawler has access to every page on your Shopify store.

<p>■ INPUT</p> <p>Your live Shopify store URL and access to Shopify admin + Cloudflare (if used)</p>	<p>■ OUTPUT</p> <p>All major AI crawlers confirmed as allowed. Your store enters the retrieval pool for ChatGPT, Perplexity, Claude, and Gemini.</p>
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Step-by-Step Workflow

ST EP	ACTION	HOW TO DO IT	TIME
1	Check your robots.txt file	Go to <code>yourstore.com/robots.txt</code> in your browser. Read every line. Look for any 'Disallow' rules that block all bots or specific bot names.	5 min
2	Identify blocked AI crawlers	Search the file for: GPTBot, PerplexityBot, ClaudeBot, GoogleExtended, Applebot-Extended, YouBot, meta-externalagent. If any appear under a Disallow rule, proceed to fix.	5 min
3	Edit robots.txt in Shopify	Shopify > Online Store > Themes > Edit Code > <code>config/robots.txt.liquid</code> . Add explicit Allow rules for each AI crawler ABOVE any wildcard Disallow.	15 min
4	Add the correct allow rules	Paste the full allow block (see note below) into the file. Save and republish theme.	10 min
5	Check Cloudflare bot settings	Cloudflare dashboard > Security > Bots. Look for 'Bot Fight Mode' or 'Super Bot Fight Mode'. If enabled, add exceptions for AI crawler user agents.	15 min
6	Verify each crawler	Use Google Search Console > URL Inspection > test with each crawler name. Alternatively, use a useragent switcher browser extension to simulate GPTBot and load your homepage.	20 min
7	Test JS rendering	Go to <code>yourstore.com</code> , right-click > View Page Source. Search for your product name. If it's not in the raw HTML (only visible after JS loads), flag for developer fix.	15 min
8	Document results	In your GEO tracking sheet, record: date checked, which crawlers allowed, any JS issues found, date to re-check (set 90-day reminder).	5 min

■ ROBOTS.TXT ALLOW BLOCK — COPY & PASTE THIS

```
User-agent: GPTBot
Allow: /
User-agent: PerplexityBot
Allow: /
User-agent: ClaudeBot
Allow: /
User-agent: Google-Extended
Allow: /
User-agent: Applebot-Extended
Allow: /
User-agent: meta-externalagent
Allow: /
User-agent: YouBot
Allow: /
```

Completion Checklist

✓ TASK	TIME	CADENCE
■ robots.txt viewed and all lines read	5 min	Setup
■ All 7 AI crawlers explicitly allowed	15 min	Setup
■ Cloudflare bot exceptions added (if applicable)	15 min	Setup
■ Each crawler verified with URL Inspection	20 min	Setup
■ JS rendering check completed	15 min	Setup
■ 90-day re-check reminder set in calendar	2 min	Setup

SOP 2 — Product Schema Setup

Schema markup is structured data that tells AI engines exactly what your products are, who they're for, and why they're trustworthy. Without it, AI engines must guess. With it, they know — and they cite you confidently.

<p>■ INPUT</p> <p>Your top 20 product pages (start here before expanding to full catalog)</p>	<p>■ OUTPUT</p> <p>Every product page has complete Product schema with reviews, FAQs, and attributes. AI engines can filter and recommend your products by specific attributes.</p>
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Step-by-Step Workflow

STEP	ACTION	HOW TO DO IT	TIME
1	Audit existing schema	Go to search.google.com/test/rich-results . Paste your product page URL. See what schema exists. Screenshot results for your records.	10 min per product
2	Install a schema app	For Shopify beginners: install 'Schema Plus for SEO' or 'JSON-LD for SEO' from the Shopify App Store. These auto-generate base schema from your product data.	30 min
3	Enrich product descriptions	In Shopify admin, rewrite the description of each product to include: primary use case, 3–5 key attributes as statements, who it's for, one comparison signal. Aim for 150–200 words.	20 min/product
4	Add additionalProperty fields	In your schema app settings, find custom properties or use a theme code edit. Add fields for: dietary flags, certifications, use cases, buyer profile. See template below.	30 min/product
5	Add FAQ schema	For each product, write 5–8 questions buyers ask before buying. Add these as FAQPage schema. Your schema app may have a built-in FAQ builder, or add via theme code.	30 min/product
6	Verify reviews are in schema	Check that your review app (Judge.me, Okendo, etc.) outputs Review schema. Go to rich results tester — you should see AggregateRating and individual Review objects.	10 min
7	Validate all schema	Run every modified page through the Rich Results Test. Fix any errors shown in red. Warnings (yellow) are less critical but address them when possible.	10 min/product
8	Track schema coverage	In your GEO tracking sheet, create a product schema log: product name, schema fields complete, FAQ count, review count in schema, last validated date.	10 min

■ SCHEMA ATTRIBUTE TEMPLATE — ADD THESE TO EVERY PRODUCT

```

"additionalProperty": [
  { "@type": "PropertyValue", "name": "Primary Use Case", "value": "YOUR_VALUE" },
  { "@type": "PropertyValue", "name": "Who It's For", "value": "YOUR_VALUE" },
  { "@type": "PropertyValue", "name": "Key Benefit", "value": "YOUR_VALUE" },
  { "@type": "PropertyValue", "name": "Certifications", "value": "YOUR_VALUE" },
  { "@type": "PropertyValue", "name": "Dietary", "value": "YOUR_VALUE" },
  { "@type": "PropertyValue", "name": "Ships In", "value": "YOUR_VALUE" }
]
    
```

■ FAQ QUESTIONS TEMPLATE — 8 QUESTIONS FOR EVERY PRODUCT

1. What is [product] used for?
2. Who is [product] best suited for?
3. How does [product] compare to [main competitor/category leader]?
4. Is [product] safe for [relevant restriction: pregnancy / kids / specific condition]?
5. How long until I see results with [product]?
6. What makes [product] different from alternatives?
7. Is [product] third-party tested / certified?
8. What do customers say about [product]?

Completion Checklist

✓ TASK	TIME	CADENCE
■ Existing schema audited for all top 20 products	3 hrs	Setup
■ Schema app installed and configured	30 min	Setup
■ Product descriptions rewritten for AI comprehension	7 hrs	Setup
■ additionalProperty fields added for all products	10 hrs	Setup
■ FAQ schema (min. 5 questions) on all 20 products	10 hrs	Setup
■ Review schema confirmed (via rich results test)	1 hr	Setup
■ All pages pass rich results validation (no red errors)	3 hrs	Setup
■ Schema coverage log created in tracking sheet	30 min	Setup

SOP 3 — Microsoft Merchant Center Setup

Microsoft Merchant Center feeds your products directly into Bing Shopping, which powers ChatGPT's product cards. This is the most direct pipeline from your Shopify store to appearing as a 'buy now' recommendation in ChatGPT conversations.

<p>■ INPUT</p> <p>Your Shopify store with products live, a Microsoft account, and your product data</p>	<p>■ OUTPUT</p> <p>Products eligible to appear as ChatGPT shopping cards. AI can recommend your products with price, image, and buy link directly in the conversation.</p>
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Step-by-Step Workflow

STEP	ACTION	HOW TO DO IT	TIME
1	Create Microsoft accounts	Go to ads.microsoft.com and create a Microsoft Advertising account. Then go to merchantcenter.microsoft.com and create a Merchant Center store linked to the same account.	20 min
2	Verify your domain	In Merchant Center > Store setup > Verify & claim. Add the verification meta tag to your Shopify theme's theme.liquid file in the section. Then click Verify.	20 min
3	Install a feed app in Shopify	Install 'Simprosys Google Shopping Feed' or 'DataFeedWatch' from Shopify App Store. These generate a product feed URL that Merchant Center can pull from automatically.	30 min
4	Configure feed fields	In the feed app, map fields: id, title, description, link, image_link, price, availability, brand, gtin, product_type, custom_label_0 through 4. Do NOT skip GTIN — it's required for product card eligibility.	45 min
5	Optimise product titles	Edit titles to follow format: [Brand] [Product Type] [Key Attribute] [Variant] [Size]. Example: 'NutriPure Whey Isolate Protein Powder Vanilla 2lb'. AI uses title as primary relevance signal.	2 hrs
6	Submit feed to Merchant Center	In Merchant Center > Catalog > Feeds > Add feed. Choose 'Scheduled fetch', paste your feed URL from the Shopify app, set refresh frequency to daily.	15 min
7	Fix feed errors	After 24 hours, return to Merchant Center > Diagnostics. Fix all errors (red). Common errors: missing GTINs, price mismatch, image quality. Each error type has a specific fix.	1–2 hrs
8	Set up Google Merchant Center too	Repeat the same process at merchants.google.com. This feeds Gemini shopping. The feed app you installed for Microsoft can also submit to Google simultaneously.	30 min

■ COMMON FEED ERRORS AND FIXES

Missing GTIN: Apply for brand-registered exemption in Merchant Center if you manufacture your own products.

Price mismatch: Ensure your feed refreshes at minimum every 24 hours. Check that sale prices use sale_price field, not modified base price.

Image disapproved: Use clean product images, 800x800px minimum, white or plain background, no text overlays or watermarks.

Description too short: Minimum 150 characters. Write for machine comprehension: use case first, key attributes, certifications.

Invalid product category: Use Google's official product taxonomy. Search 'Google product taxonomy' and find the most specific applicable category.

Completion Checklist

✓ TASK	TIME	CADENCE
■ Microsoft Advertising account created	10 min	Setup
■ Microsoft Merchant Center store created	10 min	Setup
■ Domain verified and claimed	20 min	Setup
■ Feed app installed in Shopify	30 min	Setup
■ All required feed fields mapped	45 min	Setup
■ Product titles optimised for AI relevance	2 hrs	Setup
■ Feed submitted and first sync completed	15 min	Setup
■ All feed errors resolved (0 errors in Diagnostics)	1–2 hrs	Setup
■ Google Merchant Center set up in parallel	30 min	Setup
■ Weekly feed health check scheduled in calendar	5 min	Setup

SOP 4 — Build Your Query Bank

Your query bank is the foundation of all GEO measurement. It's a curated list of 100–200 questions your buyers actually type into ChatGPT, Perplexity, and other AI engines. Every GEO action you take is measured against how it changes your visibility for these queries.

<p>■ INPUT</p> <p>Knowledge of your product category, your top products, and who your buyers are</p>	<p>■ OUTPUT</p> <p>A spreadsheet of 100 categorised queries you will run weekly through AI engines to track your visibility score over time.</p>
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Step-by-Step Workflow

ST EP	ACTION	HOW TO DO IT	TIME
1	Define your 5 buyer personas	Write a one-paragraph description of each buyer profile. Include: demographic, problem they have, what they know/don't know, budget. These become your query lenses.	30 min
2	Generate discovery queries (40 queries)	For each persona, write 8 questions they'd ask at the awareness stage: 'what's the best X for Y', 'top X for Y', 'I need help with Z'. These are category-level queries with no brand names.	45 min
3	Generate comparison queries (30 queries)	Write queries comparing your products/category to alternatives: 'X vs Y', 'best alternative to Z', 'is X worth it'. Include queries mentioning your competitors.	30 min
4	Generate validation queries (30 queries)	Write queries specifically about your brand: 'is [brand] legit', '[brand] reviews', '[product name] worth it', '[brand] vs [competitor]'.	20 min
5	Build the tracking spreadsheet	Create a Google Sheet with columns: Query Type AI Engine Date Your Brand Mentioned (Y/N) Context Competitor Mentions Has Buy Link (Y/N) Notes	30 min
6	Run your baseline scan	Take your first 20 queries and run each through ChatGPT, Perplexity, and Claude. Record results in the sheet. This is your Week 0 baseline score.	2 hrs
7	Calculate your baseline visibility score	Count: (queries where your brand appears) / (total queries run) × 100. This is your AI Share of Voice %. Record it. Track weekly from now.	15 min
8	Prioritise content gaps	Every query where you don't appear = a content gap. Sort by query type: discovery gaps require content creation. Validation gaps require review/PR work. Build your content calendar from this list.	30 min

<p>■ QUERY BANK SPREADSHEET STRUCTURE</p> <p>Tab 1 — QUERY BANK: All 100–200 queries, categorized by type and persona</p> <p>Tab 2 — WEEKLY TRACKING: Date Query ChatGPT result Perplexity result Claude result Score</p> <p>Tab 3 — CONTENT GAPS: Queries where brand not mentioned → prioritised backlog</p> <p>Tab 4 — SCORE DASHBOARD: Weekly visibility % chart, trend over time</p> <p>Tab 5 — COMPETITOR TRACKING: Competitor brand mentions per query type</p>
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■ QUERY WRITING TIPS

Write queries the way a real person types them — conversational, specific, with constraints.

Include compound queries: 'best X for Y who also has Z and budget is W'

Include negative framing: 'X that doesn't cause Y', 'X without Z'

Include gift/occasion queries: 'best X as a gift for someone who Y'

Include seasonal queries: 'best X for summer / winter / post-holiday'

Update your query bank quarterly — buyer language evolves.

Completion Checklist

✓ TASK	TIME	CADENCE
■ 5 buyer personas written	30 min	Setup
■ 40 discovery queries written	45 min	Setup
■ 30 comparison queries written	30 min	Setup
■ 30 validation queries written	20 min	Setup
■ Query bank spreadsheet built with all tabs	30 min	Setup
■ Baseline scan completed (Week 0 score recorded)	2 hrs	Setup
■ Content gap list prioritised	30 min	Setup
■ Weekly tracking reminder set in calendar	5 min	Setup

ZONE 2 — WEEKLY RECURRING TASKS

SOP 5 — Weekly Query Tracking

This is your most important weekly task. Running your query bank through AI engines tells you whether your GEO work is paying off, which content gaps remain, and whether competitors are gaining ground. Do this every Monday morning.

<p>■ INPUT</p> <p>Your query bank spreadsheet + 90 minutes of uninterrupted time</p>	<p>■ OUTPUT</p> <p>Updated visibility score, competitor tracking data, and prioritised list of content gaps to address this week.</p>
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Weekly Workflow — Every Monday, 90 Minutes

STEP	ACTION	HOW TO DO IT	TIME
1	Open query bank spreadsheet	Navigate to Tab 2 — Weekly Tracking. Create a new date column for this week. Pull up ChatGPT (browsing on), Perplexity, and Claude side-by-side.	5 min
2	Run this week's query set	You won't run all 100 queries every week. Rotate through batches of 30–40 queries. Run each query in ChatGPT and Perplexity (priority engines). Record result in each cell.	45 min
3	Score each result	For each query: 2 points = your brand recommended with buy link. 1 point = your brand mentioned in answer. 0 points = not mentioned. Record in score column.	Included above
4	Note exact language used	When your brand IS mentioned, copy the exact sentence the AI used. This tells you what claims AI has associated with you. Paste into Notes column.	10 min
5	Track competitor mentions	In Tab 5, record which competitors appeared in this week's queries and in what context. Rising competitor mentions = threat signal.	10 min
6	Calculate weekly visibility %	Sum all scores for the week / maximum possible score x 100. Paste into Tab 4 Dashboard. Note week-over-week change.	5 min
7	Identify this week's content gap	Find the 3 highest-priority queries where you scored 0. These become this week's content tasks. Add to content backlog in Tab 3.	10 min
8	Send brief to content writer	Using the GEO Content Brief template (SOP 7), write briefs for the top 1–2 content gaps identified. Send to writer or schedule to write yourself.	10 min

<p>■ WEEKLY TRACKING RHYTHM — FULL MONTH VIEW</p> <p>Week 1: Run Discovery query batch (40 queries) — content gap focus</p> <p>Week 2: Run Comparison query batch (30 queries) — competitor positioning focus</p> <p>Week 3: Run Validation query batch (30 queries) — brand reputation focus</p> <p>Week 4: Run top 20 highest-priority queries across all types — full score update</p> <p>Rotate this cycle each month so every query gets run at least monthly.</p>
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Completion Checklist

✓ TASK	TIME	CADENCE
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■ Query batch run in ChatGPT and Perplexity	45 min	Weekly
■ All results scored and recorded in sheet	10 min	Weekly
■ Exact AI language noted for brand mentions	10 min	Weekly
■ Competitor mentions tracked	10 min	Weekly
■ Weekly visibility % calculated and charted	5 min	Weekly
■ Top 3 content gaps identified for this week	5 min	Weekly
■ Content briefs sent to writer	10 min	Weekly

SOP 6 — Weekly GEO Content Publishing

Content is the primary lever for improving AI visibility. Each piece of content you publish is a new retrieval target — a document AI engines can pull when constructing answers. The goal is to publish 2–4 pieces per week, each directly addressing a specific query type your buyers use.

<p>■ INPUT</p> <p>A content gap from your query bank + a GEO content brief</p>	<p>■ OUTPUT</p> <p>A published, AI-optimised content piece that enters the retrieval pool within 1–2 weeks of publication.</p>
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The 5 Content Types You Should Publish

TYPE	EXAMPLE TITLE	AI QUERY IT CAPTURES	TARGET LENGTH
Direct Answer	Is [Product] Safe During Pregnancy?	is [product] safe during pregnancy	600–900 words
Comparison	[Your Brand] vs [Competitor]: Honest Comparison	[brand] vs [competitor]	1000–1500 words
Buying Guide	How to Choose the Best [Category]	best [category] for [persona]	1500–2000 words
Problem/Solution	Why [Problem] Happens and How to Fix It	why does X cause Y	800–1200 words
Persona Page	Best [Product] for [Specific Persona]	best X for [very specific person]	1000–1400 words

Step-by-Step Workflow — Per Content Piece

STEP	ACTION	HOW TO DO IT	TIME
1	Identify the target query	Pull from your content gap backlog. The query is the content brief’s starting point. You are writing a page designed to be retrieved when this query is run.	5 min
2	Write the GEO content brief	Fill in the brief template (see SOP 7). Key elements: primary query, 5–8 sub-queries, required claims, competitor content gap, buyer state, chunk structure.	20 min
3	Write the content	Follow the chunk writing rule: every paragraph must be independently coherent and answer something on its own. Lead each section with the claim. Structure: Claim → Evidence → Qualifier.	60–90 min
4	Check chunk quality	Read each paragraph in isolation. Could an AI extract it and use it to answer a specific question? If yes, it’s a good chunk. If it needs surrounding context, rewrite it.	15 min
5	Add internal links	Link to relevant product pages using descriptive anchor text that includes product attributes. Link to related content pieces. Link from product pages back to this content.	10 min
6	Add FAQ section	At the bottom of every content piece, add a FAQ section with 5–8 Q&As.; Use FAQPage schema markup. These answers become additional AI retrieval chunks.	15 min

STEP	ACTION	HOW TO DO IT	TIME
7	Publish and index	Publish on your Shopify blog. Go to Google Search Console > URL Inspection > Request Indexing. This triggers faster crawling. For new sites, also submit your sitemap.	10 min
8	Track in query bank	Add the published URL to your query bank next to the query it targets. In 2 weeks, run that query and see if your new content gets cited.	5 min

■ THE CHUNK WRITING RULE — APPLY TO EVERY PARAGRAPH

BAD CHUNK: "When it comes to finding the right protein powder for your lifestyle, there are many factors to consider. Taste, texture, ingredient quality, and price all play a role."

GOOD CHUNK: "For people with lactose intolerance, our Whey Isolate is the best option in this category because the filtration process reduces lactose to under 0.5g per serving — compared to 3–5g in standard concentrate. Third-party lab tests confirm this on every batch."

The difference: the good chunk is self-contained, makes a specific claim, includes evidence, and answers a real question without needing context.

Completion Checklist — Per Content Piece

✓ TASK	TIME	CADENCE
■ Target query identified from gap backlog	5 min	Per piece
■ GEO content brief completed	20 min	Per piece
■ Content written with chunk structure throughout	90 min	Per piece
■ Chunk quality check done on every paragraph	15 min	Per piece
■ Internal links to products and related content added	10 min	Per piece
■ FAQ section with 5–8 Q&As; added at bottom	15 min	Per piece
■ Published and indexed via Search Console	10 min	Per piece
■ URL tracked in query bank spreadsheet	5 min	Per piece

SOP 7 — GEO Content Brief Template

Every content piece needs a GEO brief before writing begins. This brief ensures the writer knows exactly what the AI needs to retrieve the piece, what claims to make, and how to structure the chunks. This is the single most important document in your content workflow.

<p>■ INPUT</p> <p>A target query from your gap backlog + knowledge of your product</p>	<p>■ OUTPUT</p> <p>A completed brief that any writer can use to produce AI-retrievable content without further guidance.</p>
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The Complete GEO Content Brief

■ BRIEF FIELD 1 — PRIMARY AI QUERY

The exact question this page is designed to answer in an AI engine.

Write it as a real buyer would type it — conversational, with constraints.

Example: 'best protein powder for women who are lactose intolerant and work out in the morning'

■ BRIEF FIELD 2 — SUB-QUERIES (write 5–8)

Decomposed variations the AI might use when retrieving content for this query.

Example sub-queries:

- lactose intolerant protein powder women
- protein powder no bloating women
- morning workout protein supplement women
- whey vs plant protein lactose intolerance
- low lactose protein powder recommendation

■ BRIEF FIELD 3 — REQUIRED CLAIMS (must appear in content)

List the specific factual claims the content must make. These are the claims AI will extract.

Each claim should be concrete, verifiable, and differentiated.

Example: Under 0.5g lactose per serving | NSF Certified | \$1.20/serving | Ships same-day

RULE: Every required claim must appear in its own clean, extractable paragraph chunk.

■ BRIEF FIELD 4 — COMPETITOR CONTENT GAP

Run the primary query through ChatGPT and Perplexity BEFORE writing.

Record: which brands are mentioned, what claims are made, what's missing or wrong.

Your content should fill the gap — be more specific, more accurate, or address an angle the existing results miss.

■ BRIEF FIELD 5 — BUYER STATE

Where is the buyer in their decision journey? This determines tone and commercial density.

Awareness: Educate first, mention products naturally at the end.

Consideration: Compare options, highlight your differentiation.

Decision: Be direct. Make the recommendation clearly. Include price, shipping, guarantee.

■ BRIEF FIELD 6 — CHUNK MAP

Map out each section of the article and what AI-extractable claim each section makes.

Section 1: [Section title] → Claim: [what claim this section makes]

Section 2: [Section title] → Claim: [what claim this section makes]

FAQ: [5–8 Q&As, each targeting a sub-query]

RULE: Each section = one extractable answer. No section should need another section to make sense.

■ TIME TO COMPLETE A GEO BRIEF: 20–30 MINUTES

Step 1 (5 min): Write primary query and sub-queries from your gap backlog.

Step 2 (5 min): Run query in ChatGPT + Perplexity. Record competitor gap.

Step 3 (5 min): List required claims from your product knowledge.

Step 4 (5 min): Determine buyer state and commercial density.

Step 5 (5 min): Map out chunk structure section by section.

Completion Checklist

✓ TASK	TIME	CADENCE
■ Primary AI query written (conversational, with constraints)	5 min	Per piece
■ 5–8 sub-queries written	5 min	Per piece
■ Primary query run through ChatGPT + Perplexity first	5 min	Per piece
■ Competitor gap documented	5 min	Per piece
■ Required claims listed (minimum 3)	5 min	Per piece
■ Buyer state identified	2 min	Per piece
■ Chunk map completed section by section	5 min	Per piece
■ Brief sent to writer with deadline	2 min	Per piece

SOP 8 — Weekly Reddit GEO Activity

Reddit is disproportionately indexed by AI engines. Upvoted Reddit comments become the language AI uses when answering your buyers' questions. Your goal is authentic participation that naturally brings your brand into relevant conversations — not spam.

<p>■ INPUT</p> <p>A Reddit account with karma, your product knowledge, and 60 minutes per week</p>	<p>■ OUTPUT</p> <p>Growing brand mentions in AI-indexed Reddit threads. Over 3–6 months, AI engines begin associating your brand with your category in community validation contexts.</p>
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One-Time Setup (Week 1)

ST EP	ACTION	HOW TO DO IT	TIME
1	Identify your target subreddits	Search Reddit for your product category. Find 5–8 subreddits where your buyers ask questions. Check subscriber count and post frequency. Focus on active communities.	30 min
2	Set up Reddit monitoring	Use Reddit's search with 'new' sorting for each subreddit. Or use a tool like F5Bot (free) — enter keywords and get email alerts when they appear in new Reddit posts.	20 min
3	Spend first 2 weeks only helping	Don't mention your product yet. Just answer questions in your category genuinely. Build karma. Establish yourself as a knowledgeable community member before any product mention.	Ongoing
4	Audit existing brand threads	Search Reddit for your brand name and product names. Find every existing thread. Note which ones rank in Google (they're also indexed by AI). These are your existing AI signals.	30 min

Weekly Reddit Workflow — 60 Minutes

ST EP	ACTION	HOW TO DO IT	TIME
1	Check monitoring alerts	Open F5Bot email or your Reddit monitoring tool. Review new mentions of your keywords from the past 7 days.	10 min
2	Find new 'recommendation' posts	In each target subreddit, search for posts asking for recommendations in your category. Sort by 'New' to find recent ones. These are the highest-value threads to participate in.	15 min
3	Add genuine value first	In each thread, write a helpful answer that addresses the person's specific situation. Include general advice, comparison of options, and what to look for. Do NOT lead with your product.	20 min
4	Mention product in context (where appropriate)	Only if your product is genuinely the best answer for this person's stated needs, mention it in the second half of your comment with a transparent disclosure. 'I work on [brand] so take this with a grain of salt, but...'	Included above
5	Upvote and engage with existing brand threads	Find existing threads mentioning your brand. Add helpful follow-up information. Answer questions left unanswered. This keeps threads active and re-indexes them.	10 min

STEP	ACTION	HOW TO DO IT	TIME
6	Log activity	In your tracking sheet, record: date, subreddit, thread link, comment link, karma at time of posting. Review which threads get upvotes and note what language resonated.	5 min

■ THE REDDIT RULES — BREAK THESE AND GET BANNED

Never create fake accounts or use multiple accounts — permanent ban.

Never directly promote your product without context and transparency.

Never astroturf — don't have employees or friends upvote your comments in a coordinated way.

Always disclose if you work for or own the brand you're mentioning.

Quality over quantity: one genuinely helpful comment per week beats 10 low-effort ones.

■ WHAT HIGH-VALUE REDDIT COMMENTS LOOK LIKE

Specific to the poster's exact situation (they mentioned budget, dietary restriction, use case — address each)

Comparison between 2–3 options including yours AND competitors (shows impartiality)

Personal experience language: 'I've seen this work well when...' or 'Most people in this situation find that...'

A clear recommendation at the end with the reason: 'Given everything you mentioned, [Brand] is probably your best fit because X'

Completion Checklist

✓ TASK	TIME	CADENCE
■ Monitoring alerts reviewed	10 min	Weekly
■ 3–5 new recommendation threads identified	15 min	Weekly
■ Genuine helpful comments posted (2–3 minimum)	20 min	Weekly
■ Existing brand threads engaged with	10 min	Weekly
■ Activity logged in tracking sheet	5 min	Weekly

ZONE 3 — MONTHLY RECURRING TASKS

SOP 9 — Monthly Authority Building

Monthly authority work builds the off-site signals that make AI engines trust your brand. This includes press coverage, entity building, and ensuring your brand is consistently described across all platforms AI engines crawl.

<p>■ INPUT</p> <p>Your brand's unique claims, differentiated story, and contact with media/publishers</p>	<p>■ OUTPUT</p> <p>1–2 new high-authority citations per month. Growing AI trust signals. Brand entity strength increasing over time.</p>
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Monthly PR Workflow for GEO

ST EP	ACTION	HOW TO DO IT	TIME
1	Identify 1 story angle this month	What data, result, or unique claim can you share publicly? Customer success stories with numbers, product testing results, surprising category insights, founder story with a lesson. GEO PR is claim-planting — what claim do you want AI to repeat?	30 min
2	Target 3–5 relevant publications	For each story angle, identify publications that cover your category and have published similar stories. Use Muck Rack or Cision (paid) or manually search '[category] [publication]' to find relevant journalists.	30 min
3	Write a GEO-focused pitch	A GEO PR pitch leads with the claim you want planted, backs it with data, and frames why their readers care. It's shorter than a traditional pitch — 150 words max. The story should stand alone without you in it.	45 min
4	Send pitches and track responses	Send 3–5 pitches via email. Log in a PR tracking sheet: date sent, journalist, publication, story angle, outcome. Follow up once after 5 days if no response.	30 min
5	Write your own contributed piece	If pitches don't land, publish a high-quality piece on a site that accepts contributions in your category. Medium, Substack, industry-specific guest post sites. These are lower authority but still indexed.	2 hrs

Monthly Entity Building Workflow

ST EP	ACTION	HOW TO DO IT	TIME
1	Audit brand consistency	Search your brand name on Google. Check: your description on your own site, LinkedIn, Crunchbase, Facebook, Instagram, Pinterest, any directory listings. They should all say the same thing about who you are and what you do.	20 min
2	Fix inconsistencies	Update any profile where the brand description, product description, or category differs. AI engines read all of these to form their understanding of your brand entity.	20 min
3	Check Google Knowledge Panel	Search your brand name in Google. If a Knowledge Panel appears on the right side, claim it via the 'Suggest an edit' function if it has errors. If none appears, your brand entity isn't strong enough yet — this is a goal to track toward.	10 min

STEP	ACTION	HOW TO DO IT	TIME
4	Crunchbase and data aggregators	Ensure your brand has a complete Crunchbase profile (free). Also check Wikipedia — if you're large enough for a stub article, draft one following Wikipedia's guidelines (neutral, cited). These are Tier 1 trust anchors.	30 min
5	Track authority growth	In your tracking sheet, note: number of high-authority citations this month, Knowledge Panel status, total press mentions (use Google Alerts on your brand name), brand mentions per AI query in your query bank.	15 min

■ **THE 5 CLAIMS TO PLANT IN EVERY PR PIECE**

These are the 5 types of claims that AI engines repeat most when making purchase recommendations:

1. **Third-party validation:** certifications, testing results, regulatory compliance
2. **Specificity claims:** exact numbers — '94% of customers reported X within Y days'
3. **Comparison positioning:** 'the only X in the category that does Y'
4. **Trust signals:** years in business, number of customers, return policy, guarantee
5. **Category authority:** what makes your brand the expert source, not just a vendor

Completion Checklist

✓ TASK	TIME	CADENCE
■ 1 PR pitch angle identified with supporting data	30 min	Monthly
■ 3–5 journalists/publications targeted	30 min	Monthly
■ Pitches sent and logged in PR tracker	30 min	Monthly
■ Contributed article published (if pitches not placed)	2 hrs	Monthly
■ Brand consistency audit across all platforms	20 min	Monthly
■ Crunchbase/entity profiles updated	20 min	Monthly
■ Google Knowledge Panel checked	10 min	Monthly
■ Authority growth metrics recorded in tracking sheet	15 min	Monthly

SOP 10 — Monthly Competitor GEO Audit

Understanding what AI says about your competitors tells you what's working in your category, what claims AI has associated with them, and where you can position against them. Run this audit once per month — it takes 90 minutes and informs your entire next month's content strategy.

<p>■ INPUT</p> <p>Your list of 3–5 main competitors and your query bank</p>	<p>■ OUTPUT</p> <p>Competitor visibility scores, claim mapping, content gap analysis, and a prioritised response plan for the following month.</p>
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Monthly Competitor Audit Workflow

ST EP	ACTION	HOW TO DO IT	TIME
1	Run competitor brand queries	For each competitor, run: 'is [brand] legit', '[brand] reviews', '[brand] vs alternatives', 'best [brand] products'. Record full AI answers in your tracking sheet.	30 min
2	Map competitor claims	From the AI answers, list every claim AI made about each competitor. These are the claims AI has indexed and trusts. Build a claims comparison table.	20 min
3	Score competitor visibility	Using the same 0–2 scoring system as your own tracking, score how often each competitor appears in your query bank queries this month. This is their AI Share of Voice.	20 min
4	Identify claim gaps	Where does a competitor have a claim that you don't? Where does AI say something about them that you could also truthfully say — but AI doesn't know about you? These are content priorities.	15 min
5	Identify competitor weaknesses	Where are competitor claims weak, disputed, or missing? Reddit complaints, negative reviews, unmet buyer needs. These are where your comparison content can dominate.	15 min
6	Update content calendar	Based on the audit, create 2–3 content pieces that directly address competitor weaknesses or capture comparison queries. Add these to your content gap backlog.	10 min

■ COMPETITOR CLAIM MAPPING TABLE — BUILD THIS MONTHLY

Create a table with columns: Claim | Your Brand | Competitor A | Competitor B | Competitor C

Rows: Third-party certified | Price per serving | Ships in X days | Return policy | Customer rating | Key benefit | Who it's for

✓ AI knows this | ✗ AI doesn't know | ? AI is unclear

Every ✗ in your column is a content priority. Every ✗ in a competitor column is an attack surface.

Completion Checklist

✓ TASK	TIME	CADENCE
■ Competitor brand queries run (all 3–5 competitors)	30 min	Monthly
■ Competitor claims mapped in comparison table	20 min	Monthly
■ Competitor visibility scores calculated	20 min	Monthly

■ Claim gaps and attack surfaces identified	15 min	Monthly
■ 2–3 new content pieces added to backlog from audit	10 min	Monthly
■ Competitor audit results summarised in monthly report	15 min	Monthly

ZONE 4 — QUARTERLY REVIEW

SOP 11 — Quarterly Full GEO Audit

Every 90 days, step back from weekly execution and assess the full GEO system. This audit scores every layer of your GEO stack, identifies what's working vs. what isn't, and sets the strategic priorities for the next quarter. This is your compass check.

<p>■ INPUT</p> <p>Your complete tracking data from the past 90 days + 6–8 hours of focused audit time</p>	<p>■ OUTPUT</p> <p>A scored GEO health report for your store, prioritised action plan for next quarter, and updated query bank and content calendar.</p>
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The 4-Layer Quarterly Scorecard

LAYER	WHAT TO AUDIT	MAX SCORE	YOUR SCORE
Technical	Crawler access, schema completeness, JS rendering, feed quality, page speed	25	__ / 25
Content	Query coverage %, chunk quality score, content freshness, FAQ coverage	25	__ / 25
Authority	High-authority citations, Reddit presence, entity strength, PR placements	25	__ / 25
Measurement	Visibility score trend, traffic attribution, revenue from AI, tracking completeness	25	__ / 25

Quarterly Audit Workflow

ST EP	ACTION	HOW TO DO IT	TIME
1	Run full query bank scan	Run all 100–200 queries through ChatGPT and Perplexity. Record results. Calculate quarterly visibility score. Compare to previous quarter.	3 hrs
2	Technical layer audit	Re-run SOP 1 crawler check. Re-validate schema on top 20 products. Check feed quality in Merchant Center diagnostics. Run site through PageSpeed Insights.	1 hr
3	Content layer audit	Map every query in your bank against published content. Calculate query coverage %. Find which published pieces are getting cited (via tracking sheet). Score chunk quality on top 10 pieces.	1 hr
4	Authority layer audit	Count high-authority citations gained this quarter (PR tracker). Review Reddit karma and brand mention growth. Check Google Knowledge Panel status. Count Tier 1/2/3 citations.	30 min
5	Revenue attribution review	In GA4, filter sessions by AI referrers. Calculate: AI sessions, conversion rate, revenue from AI traffic. Compare to previous quarter. Calculate ROI of GEO investment.	30 min
6	Update query bank	Remove queries that have been consistently won (still track monthly). Add new queries based on shifts in how buyers are talking about your category. Update buyer personas if needed.	30 min

STEP	ACTION	HOW TO DO IT	TIME
7	Set next quarter priorities	Based on the scorecard, identify the lowest-scoring layer. That layer gets 60% of resources next quarter. Write 3 quarterly objectives with measurable outcomes.	30 min

Completion Checklist

✓ TASK	TIME	CADENCE
■ Full query bank scan completed (all 100–200 queries)	3 hrs	Quarterly
■ Quarterly visibility score calculated and compared to prior quarter	15 min	Quarterly
■ Technical layer scored and issues logged	1 hr	Quarterly
■ Content layer scored (query coverage % calculated)	1 hr	Quarterly
■ Authority layer scored (citation count updated)	30 min	Quarterly
■ Revenue from AI traffic calculated in GA4	30 min	Quarterly
■ Query bank updated with new queries	30 min	Quarterly
■ Next quarter objectives written (3 measurable goals)	30 min	Quarterly
■ Quarterly GEO report sent to stakeholders	30 min	Quarterly

Master GEO Calendar — The Full System at a Glance

This calendar shows you exactly what to do and when. Follow this schedule and you will have a systematically improving GEO presence within 90 days.

Month 1 — Foundation Month

✓ TASK	TIME	CADENCE
■ WEEK 1: SOP 1 — Unblock AI crawlers + SOP 3 — Merchant Center setup	6 hrs	Once
■ WEEK 1: SOP 4 — Build query bank and run baseline scan	4 hrs	Once
■ WEEK 2: SOP 2 — Schema setup for top 10 products	8 hrs	Once
■ WEEK 2: SOP 5 — First weekly query tracking run	90 min	Weekly
■ WEEK 3: SOP 2 continued — Schema for next 10 products	8 hrs	Once
■ WEEK 3: SOP 6 + 7 — First 2 content pieces published	4 hrs	Weekly
■ WEEK 4: SOP 8 — Reddit setup + first 2 weeks of only helping	2 hrs	Once
■ WEEK 4: Monthly review — what's your baseline visibility score?	30 min	Monthly

Month 2 — Content and Community Month

✓ TASK	TIME	CADENCE
■ Every Monday: SOP 5 — Weekly query tracking (90 min)	90 min	Weekly
■ 2–3x per week: SOP 6+7 — Publish GEO content pieces	3 hrs each	Weekly
■ Every week: SOP 8 — Reddit participation (60 min)	60 min	Weekly
■ Mid-month: SOP 9 — Monthly authority building + PR outreach	4 hrs	Monthly
■ End of month: SOP 10 — Competitor GEO audit	90 min	Monthly
■ End of month: Review visibility score vs Month 1 baseline	30 min	Monthly

Month 3 — Optimise and Scale

✓ TASK	TIME	CADENCE
■ Continue all weekly + monthly SOPs	Ongoing	Weekly/Monthly
■ Analyse which content pieces are being cited — double down on those formats	1 hr	Monthly
■ Update query bank with new queries from buyer conversations	30 min	Monthly
■ Target Tier 1 PR placement this month	3 hrs pitch	Monthly
■ End of Month 3: SOP 11 — Full quarterly GEO audit	6–8 hrs	Quarterly
■ Set Q2 objectives based on quarterly scorecard	30 min	Quarterly

Weekly Time Budget — Realistic Expectations

TASK	SOP REF	TIME/WEEK	CADENCE
Query tracking	SOP 5	90 min	Monday AM
Content writing (2 pieces)	SOP 6+7	4–6 hrs	Tue + Thu
Reddit participation	SOP 8	60 min	Wednesday
Feed health check	SOP 3	15 min	Friday
Monthly PR/authority	SOP 9	4 hrs	Mid-month
Monthly competitor audit	SOP 10	90 min	End of month
TOTAL WEEKLY		6–8 hrs	

Your GEO Tracking Master Sheet — Setup Guide

Everything you measure in GEO lives in one Google Sheet. This section tells you exactly how to build it. Without this sheet, you're flying blind — you won't know if your work is having any effect.

The 6 Tabs to Build

TAB 1 — QUERY BANK

Columns: Query ID | Query Text | Query Type (Discovery/Comparison/Validation) | Buyer Persona | Target Content URL

Fill in all 100–200 queries from SOP 4. This is your master list. Never delete from it — only add.

TAB 2 — WEEKLY TRACKING

Columns: Query ID | Query Text | Date | ChatGPT Score (0–2) | Perplexity Score (0–2) | AI Language Used | Source Cited

Add a new date column every week. Run 30–40 queries per week on rotation.

TAB 3 — CONTENT TRACKER

Columns: Content Title | Query Targeted | URL | Published Date | First Citation Date | Weekly Citation Count | Notes

Add every piece of content you publish. Track when it first gets cited by an AI. This tells you how long indexing takes.

TAB 4 — SCORE DASHBOARD

Weekly visibility score % (auto-calculated from Tab 2)

Chart of score over time — this is your north star metric

Monthly PR citation count

AI-referred revenue from GA4

Query coverage % (queries with content / total queries)

TAB 5 — COMPETITOR TRACKING

Columns: Competitor | Query | AI Mention (Y/N) | AI Context | Claims Made | Date

Run competitor queries monthly. Track their visibility score alongside yours.

TAB 6 — PR TRACKER

Columns: Date Pitched | Publication | Journalist | Story Angle | Status | Live Link | Domain Authority

Track every outreach. Note which story angles get picked up — double down on those.

The 3 KPIs That Matter

KPI	HOW TO CALCULATE	HEALTHY TRAJECTORY
AI Visibility Score	Brand mentions / possible mentions × 100. Run from your query bank weekly.	0–5% at start → 20–30% by Month 6 → 40%+ by Month 12
Query Coverage %	Queries with dedicated content / total queries × 100	0% at start → 40% by Month 3 → 80% by Month 6
AI Revenue Attribution	GA4: Sessions from AI referrers × conversion rate × AOV	Near zero at start → measurable by Month 3 → growing MoM