



## AI OPTIMIZATION & MARKETING AGENCY

Full-service marketing · Rio Grande Valley, Texas

[propelmarketing.org](https://propelmarketing.org)

# GEO Readiness Checklist

Is your business ready to be found by AI?

*A self-assessment for Rio Grande Valley businesses*

### HOW TO USE THIS

Check every box you can honestly say is true of your business today. The boxes you leave blank are your roadmap. Tally your score at the end to see where you stand.

## 1 Foundations — can AI tell who and where you are?

- ☐ Your website clearly states what you do in plain language, near the top of the homepage.
- ☐ Your service area is named explicitly (e.g. “We serve McAllen, Edinburg, Harlingen, and the greater RGV”).  
*AI engines look for an exact place match on local queries.*
- ☐ Your business name, address, and phone number are identical across your site, Google, and directories.
- ☐ Your homepage has a one-sentence description that would make sense quoted on its own.

## 2 Answers — does your site say things AI can quote?

- ☐ Key pages open with a direct, self-contained answer (not a vague marketing slogan).
- ☐ You have an FAQ section answering the real questions customers ask.
- ☐ You publish content (guides, articles) that answers locally specific questions.
- ☐ Your services are each described on their own clear page or section.

## 3 Technical — is the structure machine-readable?

- ☐ Structured data (schema) labels your business, location, and services.  
*LocalBusiness, Service, and FAQPage schema are the priorities.*
- ☐ Your site loads quickly and works cleanly on mobile.
- ☐ Each important page has a descriptive title and meta description.
- ☐ Your site is indexed and submitted in Google Search Console.

## 4 Trust — do reviews and reputation back you up?

- ☐ You have a complete, active Google Business Profile.

- ☐ You collect reviews regularly, not just once in a while.

*Recency signals to AI that customers currently vouch for you.*

- ☐ You respond to reviews, positive and negative.
- ☐ Your business appears consistently in relevant local directories.

## 5 AI presence — have you actually checked?

- ☐ You've asked ChatGPT a customer question with your city in it and seen the result.
- ☐ You've checked Perplexity and Google AI Overviews the same way.
- ☐ When AI does mention your category locally, your business is named.

### SCORE YOURSELF

#### Count your checked boxes (19 total):

- **15–19** — Strong. You're ahead of most RGV businesses. Keep building reviews and content.
- **8–14** — Partway there. The blank boxes are your fastest wins.
- **0–7** — AI likely can't see you yet. Start with Foundations and Trust.

### WANT THE FULL PICTURE?

**Run Propel Marketing's free AI Visibility Audit** to see exactly how AI tools find and rank your business — and get a prioritized action list. Start at [propelmarketing.org](https://propelmarketing.org).