GEO Quick-Start Kit

Your First Steps to AI Search Visibility

aruntastic.

GEO & AI Search Mastery

What's Inside

1 **Entity Home Checklist**

Make AI engines recognize WHO you are

2 **Copy-Paste Schema Code**

Add this to your site (no coding required)

3 **Before/After Examples**

See exactly what good content looks like

4 **Your "Do This Today" Action**

One thing you can complete in 30 minutes

Section 1: The Entity Home Checklist

What Is an Entity Home?

Your About page isn't just "about you" — it's how AI engines understand who you are and why they should trust you. Think of it like this: When ChatGPT or Perplexity answers a question, they need to cite sources. They prefer citing people and companies they can verify exist. Your Entity Home = Your digital proof of existence.

The 12 Must-Haves Checklist

Print this and check off each item as you add it to your About page:

Identity Basics

- ☐ Full name (not just "Hi, I'm John!")
- ☐ Professional title/role (what you do)
- ☐ Company/brand name (if applicable)
- ☐ Professional photo (real photo, not avatar)

Credibility Signals

- ☐ Years of experience (be specific: "10+ years" not "many years")
- ☐ Credentials or certifications (degrees, certificates, training)
- ☐ Notable achievements (awards, recognition, milestones)
- ☐ Numbers that prove expertise (students taught, clients served)

Verification Links

- ☐ LinkedIn profile link (most important for professionals)
- ☐ Other social profiles (Twitter/X, YouTube if relevant)
- ☐ Professional website (if different from current site)
- ☐ Published work links (articles, books, podcasts)

Example: Weak vs. Strong About Page

WEAK

"Hi! I'm Sarah and I love helping people with their marketing. I've been doing this for a while and really enjoy it. Feel free to reach out!"

STRONG

"I'm Sarah Mitchell, a digital marketing strategist with 12 years of experience helping B2B companies grow their organic visibility. Since 2012, I've worked with 150+ companies. My work has been featured in Search Engine Journal."

WHY STRONG WORKS
Key Elements AI Can Verify

- Full name
- Specific years and numbers
- Named experience (verifiable)
- Media mentions (verifiable)

Section 2: Copy-Paste Schema Code

WHAT THIS DOES

This special code tells AI engines (and Google) exactly who you are. You paste it once, and it works forever. You don't need to understand it — just copy, paste, and replace the [brackets] with your info.

Person Schema (For Individuals)

Copy this entire block and paste it in your About page's HTML:

```html
HTML

<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Person",
"name": "[YOUR FULL NAME]",
"jobTitle": "[YOUR JOB TITLE]",
"description": "[ONE SENTENCE ABOUT YOU]",
"url": "[YOUR WEBSITE URL]",
"sameAs": [
"[YOUR LINKEDIN URL]",
"[YOUR TWITTER URL]"
]
}
</script>
```

Organization Schema (For Businesses)

```html
HTML

<script type="application/ld+json">
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "[YOUR COMPANY NAME]",
"description": "[ABOUT YOUR COMPANY]",
"url": "[YOUR WEBSITE URL]",
"logo": "[URL TO YOUR LOGO]",
"foundingDate": "[YEAR FOUNDED]"
}
</script>
```

Where to Paste This Code

PLATFORM	LOCATION	STEPS
WordPress	Pages 'About 'Edit	Switch to Code Editor, paste at bottom
Squarespace	Settings 'Advanced	Page Header Code Injection
Wix	Settings 'Custom Code	Add to Head, apply to About page
Custom site	About page HTML	Add to <head> section

Section 3: Before/After Content Examples

> **THE ANSWER-FIRST PRINCIPLE**
>
> AI engines scan content looking for direct answers. If your answer is buried 500 words deep, they'll find someone else's answer first. Rule: Put your key insight in the first 100 words.

Example 1: Blog Post Opening

BEFORE (ANSWER BURIED)

"When it comes to digital marketing, there are many things to consider. Over the years, I've worked with hundreds of clients who have all asked similar questions. Marketing has evolved significantly since I started in this industry..."

AFTER (ANSWER FIRST)

"The most effective marketing strategy for small businesses in 2025 is content that directly answers customer questions. Research shows 68% of online experiences start with a search engine, and AI rewards clear answers."

Example 2: Service Page

VAGUE

"Welcome to our services page! We offer a wide range of solutions designed to help your business grow. Our team has years of experience and we're passionate about helping clients succeed."

SPECIFIC

"We help B2B companies increase organic traffic 40-80% within 6 months through content optimization and technical SEO. We've delivered these results for 150+ companies since 2018."

Example 3: FAQ Section

> **WHY FAQ SECTIONS WORK**
>
> AI engines extract Q&A pairs directly. Each question is a potential AI citation opportunity. Clear structure = easy to parse.

QUESTION	ANSWER FORMAT
How long does SEO take?	Direct answer + timeframe + context
What's the difference between SEO and GEO?	Clear definition of each + key difference
Do you guarantee rankings?	Honest answer + what you DO guarantee

Section 4: Your "Do This Today" Action

Your 30-Minute Mission

You don't need to do everything at once. Here's ONE action that will make the biggest immediate difference:

Today's Task: Update Your About Page

1 **Review (5 min)**
Open your About page. Read it as if you're a stranger. Ask: "Could someone verify this person actually exists?"

2 **Add 5 Elements (10 min)**
Add your full name, specific title, one number that proves expertise, LinkedIn URL, and one credential.

3 **Add Schema (10 min)**
Copy the Person Schema code from Section 2. Fill in your details. Paste it on your About page.

4 **Publish (5 min)**
Review your changes and publish.

What You Just Did

Established your digital identity for AI engines

Added structured data that helps AI understand who you are

Created verifiable signals that build trust

Took the first step in your GEO journey

What's Next?

Your Entity Home is the foundation. With this in place, you're ready to take the next steps in your GEO journey.

1 **Optimize Content Structure**
Apply answer-first formatting to all your key pages

2 **Add More Schema**
Implement Article, FAQ, and other schema types

3 **Build Off-site Authority**
Get mentions on authoritative external sites

Need More Help?

- Read my blog at aruntastic.com/blog for in-depth GEO strategies

- Take the full course to master systematic GEO implementation

- Follow me on LinkedIn for daily GEO insights

Arun Nagarathanam

GEO specialist and online educator with 200,000+ students across 190 countries.

aruntastic.com
linkedin.com/in/arun-nagarathanam/