

The GEO-Ready Page Checklist

Making a page or blog post citable by AI search, for retreat venues and wellness leaders

Generative Engine Optimization (GEO) is the practice of structuring content so AI search tools like ChatGPT, Gemini, Perplexity, and Google's AI Overviews can find it, understand it, and cite it in the answers they give. Work through one page at a time. Start with the page you most want a first-time guest to find.

1. Clarity

Can a stranger tell what this is in five seconds?

- ☐ **One question per page.** Name the single question this page should win, and write to it.
- ☐ **Definition up top.** Two or three sentences saying what it is, who it's for, what makes it distinct.
- ☐ **Specific niche.** If the copy could describe a dozen other retreats, it isn't specific enough yet.
- ☐ **Consistent naming.** One canonical name for your retreat, programs, and locations. No variants.
- ☐ **Plain language.** Replace vague adjectives with numbers, ranges, or concrete criteria.

2. Structure

Is there something here an AI can lift cleanly into an answer?

- ☐ **Question-shaped headings.** "What is...", "How to...", "Best for...", with the answer directly underneath.
- ☐ **One scannable element.** A table, checklist, comparison, or numbered steps a guest could actually use.
- ☐ **A short FAQ.** Three to five tight questions in the words a guest would use.
- ☐ **First-timer questions answered.** "Is this safe," "what's included," "is this right for beginners."
- ☐ **Short, self-contained sections.** Each one should make sense quoted on its own.

5. Before You Publish

The last two minutes.

- ☐ **Read it aloud.** If it sounds like an agency wrote it, the structure has overtaken the voice.
- ☐ **Ask the AI directly.** Query ChatGPT the way a guest would and see whether you appear, and whether it's accurate.
- ☐ **Log the update.** Note what changed and when, so freshness stays consistent over time.

3. Credibility

Would an AI system trust this enough to name you?

- ☐ **Real author.** A named person with a two-line credential and a link to a professional profile.
- ☐ **Visible dates.** Published and last-updated, with a note if facts materially changed.
- ☐ **Sources beside claims.** Link each source next to the claim it supports, never as a list at the bottom.
- ☐ **Business details.** Address, phone, and hours, especially for venues and anything location-based.
- ☐ **Outbound links to primaries.** Point to research, standards, or registries rather than aggregators.

4. Connection & Technical

Can it be found, crawled, and understood?

- ☐ **Descriptive internal links.** Anchor text that says where it goes. Never "click here."
- ☐ **Linked from a hub page.** Related pages should point to each other so the topic reads as connected.
- ☐ **Schema markup validated.** JSON-LD with author, dateModified, and your key entities. Test before publishing.
- ☐ **Analytics installed.** Google Analytics and Search Console, so you can see what actually changes.
- ☐ **Contextual CTA.** An invitation placed under the section that delivered the value, not only at the end.

Structure serves the story.

AI tools can draft, format, and organize. They cannot replace the discernment that makes a retreat brand feel true. Hold both at once: content structured clearly enough for AI to cite, wrapped around a voice honest enough for a real person to trust.

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