

GEO Checklist For Manufacturers

Is Your Website Content Ready for AI Search?

A practical self-audit for assessing whether your content is built to be found, trusted and cited by AI platforms such as ChatGPT, Claude and Gemini.

More than half of B2B buyers now start vendor research inside an AI chatbot rather than a traditional search engine, and technical buyers are asking increasingly detailed questions about suppliers, products and applications. That means your website content needs to do more than rank on Google. It needs to be clear, well-evidenced and citable enough to become part of the AI-generated answer. Use the two checklists below to review your content.

74%

visit supplier/vendor websites during the buying journey

GlobalSpec

51%

software buyers begin vendor search with AI

G2

84%

AI citations from earned media

Muck Rack

1 Page-Level Checklist

Review this against your best-performing blogs, articles and product pages

- ☐ Answers a real, specific buyer question in the first few sentences rather than opening with a broad industry statement
- ☐ Is broken into clearly labelled sections that each make sense when read in isolation
- ☐ Backs up every claim with evidence, data or a credible source, not description alone
- ☐ Offers original expertise or a genuine point of view, rather than generic commentary available on every competitor site
- ☐ Is attributed to a named expert or spokesperson, not an anonymous marketing team
- ☐ Contains a concise FAQ section to answer common follow-up questions and clarify technical terms.

2 Programme-Level Checklist

Review this across your website, media coverage and sales materials as a whole

- ☐ You have mapped buyers' questions around your priority products, markets and challenges
- ☐ You have assessed the authority and clarity of your existing content against those questions
- ☐ You understand the relationship between your earned media coverage and your website content and where gaps are
- ☐ Your technical expertise is visible on the page and properly attributed, not buried or anonymous
- ☐ Your messaging is consistent across your website, sales team, trade media and distributors
- ☐ You can monitor AI visibility and citations over time, not just traditional search rankings.

Three Questions Answered

Why does website content still matter if buyers begin their research with AI?

Buyers still visit your site to validate what they've learned elsewhere. Your content must confirm your expertise and justify a place on the shortlist.

What makes content more likely to appear in AI-generated answers?

Content that directly answers a real buyer question, uses clear headings, cites credible evidence and carries a named expert's insight.

How do we know where to start?

Review your strongest existing pages against these checklists first — it usually reveals your highest-priority gaps before you invest in creating anything new.

Not sure where your content stands?

FINN Partners helps manufacturing companies assess how their owned and earned content performs across both traditional and [AI-assisted search](#). If you'd value an outside perspective on where the opportunities lie, we'd be pleased to talk it through. Contact yulia.tribrat@finnpartners.com to discuss a GEO content review.