ANATOMY OF THE PERFECT GEO LANDING PAGE

From question to answer. From answer to trust. From trust to choice.

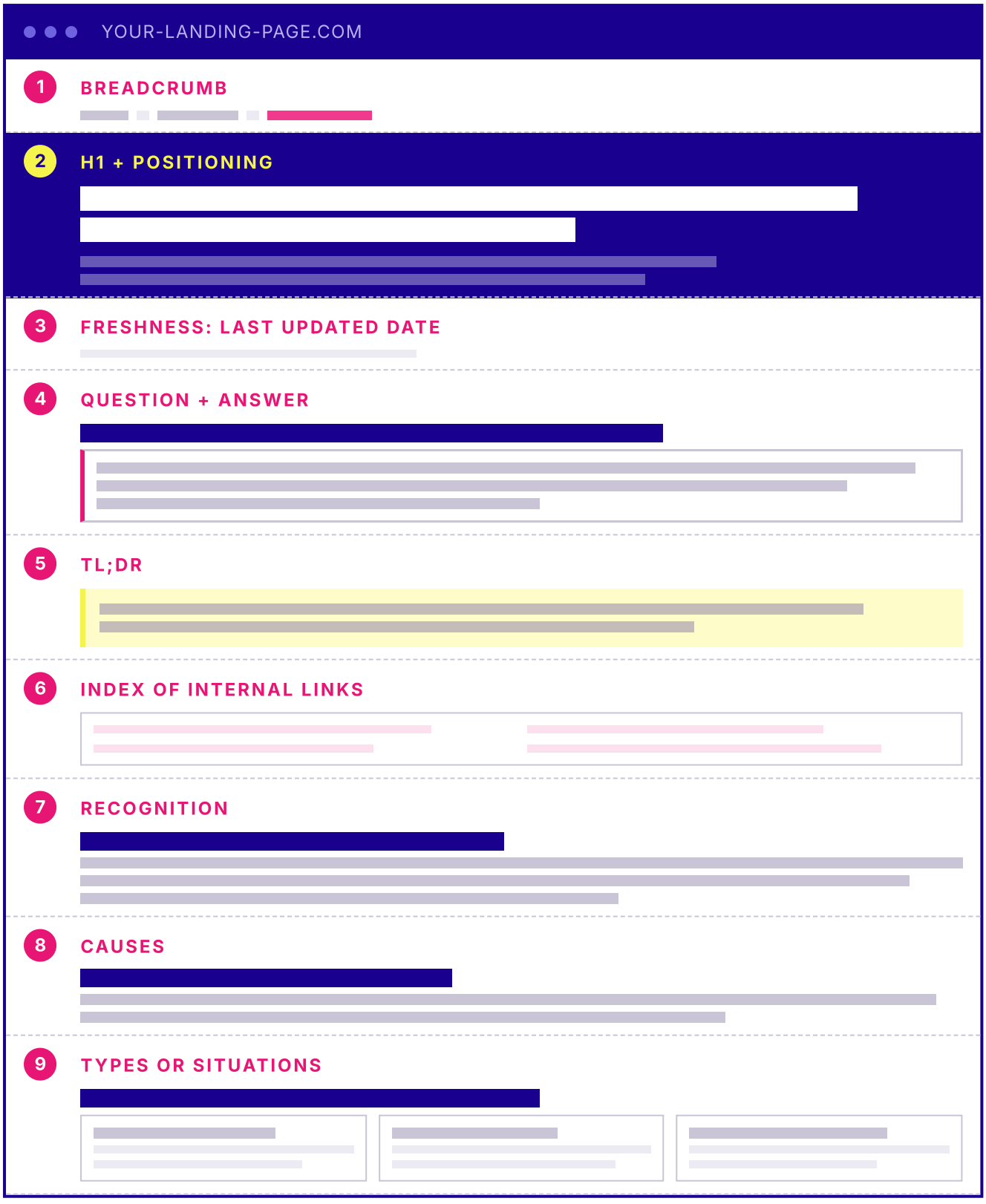
Design your page for people and AI.

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TL;DR

A strong GEO landing page takes someone from **question** to **understanding**, from understanding to **trust**, and from trust to **choice**.

HOW TO BUILD THE PAGE



10 THE RIGHT SOLUTION

11 HELP ME CHOOSE: TABLE, DECISION TREE OR STEP-BY-STEP PLAN

12 PRODUCT, SERVICE OR NEXT STEP

IMAGE

NEXT STEP

13 WHY DOES IT WORK?

14 EXPERTISE + PROOF

15 UNIQUE STORY + ORIGINAL CONTENT

16 FAQ

+

+

+

17 CTA

NEXT STEP

WHAT EACH BLOCK SHOULD DO

At the top, visitors find out where they are. The **breadcrumb** shows where the page sits within the website and links to parent pages. The **H1** makes it immediately clear what the page is about and who it is for. The **last updated date** shows when the content was last checked and updated.

Then the answer follows right away. The **question-and-answer block** answers the main question directly, in a self-contained, citable way. A **TL;DR** gives a short summary for anyone who wants the key points fast, and an **index** makes the content scannable with links to the key sections of the page.

In the middle, you build understanding. **Recognition** helps visitors decide whether this is about their problem or situation. **Causes** explain why the problem happens. **Types or situations** make the differences explicit.

Next, you help them choose. The **right solution** links each situation to the right advice, and a **help me choose** section, such as a table, decision tree or step-by-step plan lets them compare. Only once it is clear why it fits do you introduce the **product, service or next step**, together with **why it works**: the mechanism, approach or method in plain language.

At the bottom, you earn trust. **Expertise and proof** back up your claims with sources, experience or demonstrable results. Your **unique story and original content** add experiences, examples, data or insights that exist nowhere else. The **FAQ** answers follow-up questions briefly and directly, each on its own. And the **CTA** makes the next step logical: choose, compare, request or get in touch.

THE CHECK FOR EVERY PIECE OF TEXT

HOW YOU WRITE IT

CLEAR
Never leave people or machines guessing.

COMPLETE
Answer the whole question.

COMPELLING
Give a reason to keep reading.

WHAT YOU BASE IT ON

CURRENT
Is the information still correct today?

UNIQUE
What knowledge or data of your own do you add?

TRUSTWORTHY
Who or what backs up your claims?

HOW AI CAN QUOTE IT

EXPLICIT
Name who, what, for whom and why.

QUOTABLE
Write statements that stand on their own.

SELF-CONTAINED
Avoid vague references.

Complete does not mean long. It means leaving no important follow-up question unanswered.

HELP YOUR CUSTOMER AND THE LANGUAGE MODEL MAKE A CHOICE

ATTENTION

01 PROBLEM

↓

02 RECOGNISE

RECOGNITION

03 CAUSE

↓

04 TYPE / SITUATION

↓

05 SOLUTION

ACTION

06 CHOICE

↓

07 PROOF

↓

08 ACTION

THE ULTIMATE GEO CHECK

DOES THIS PAGE DESERVE TRUST?

Does this page contain enough clear, complete, unique and trustworthy information to be trusted by a person and understood, used and recommended by an AI system?

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01 Does AI understand it?

02 Can AI cite it?

03 Does AI have a reason to trust you?