

# SEO & GEO Readiness Framework

How search engines and AI systems understand your business

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## 1. TECHNICAL CONFIDENCE

### 1.1 Does the site load quickly and reliably?

*Example: pages load in under a few seconds*

#### Why this matters

Speed affects:

- rankings
- user trust
- AI evaluation

#### Decision insight

If a human feels delay, machines penalise it.

#### Assessment

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### 1.2 Is the site genuinely usable on mobile?

*Example: readable text, simple navigation*

#### Why this matters

Most crawling, indexing, and summarisation is mobile-first.

#### Decision test

Can someone understand your offer without zooming?

#### Assessment

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## 2. STRUCTURAL CLARITY

### 2.1 Does each page have one clear topic and purpose?

#### Why this matters

Search engines and AI reward focus.

#### Failure mode

Trying to rank for everything on one page.

#### Assessment

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### 2.2 Are headings written for humans first?

#### Why this matters

AI systems prioritise natural language clarity.

#### Decision insight

If a heading makes sense out of context, it's strong.

#### Assessment

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## 3. GEO (AI VISIBILITY)

### 3.1 Could an AI accurately summarise what you do?

#### Why this matters

AI recommendations are based on clarity, not keywords.

#### Test

If someone asked an AI what your business does, would it get it right?

#### Assessment

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## 3.2 Is your expertise explained, not implied?

### Why this matters

AI cannot infer. It only reads what exists.

### Assessment

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If you want expert guidance applying this to your business, a structured website audit is available at [codelabone.co.za](https://codelabone.co.za).