

Site Optimization Audit Scorecard

Rate your site across all 6 optimization disciplines. Find your gaps. Fix the right things first.

How to use this scorecard

For each area below, rate your site honestly from 1 to 5 using the guide in each row. Add up your score at the end. Use the scoring key to understand where you are and what to focus on first. Re-score after 30 days to track your progress.

1 Not done at all 2 Barely started 3 Partially done 4 ^{Mostly} complete 5 Fully implemented

| AEO Answer Engine Optimization | 1 | 2 | 3 | 4 | 5 | Score |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------|
| Answer-first opening paragraph <i>1 = No direct answer at top 3 = Answer present but buried 5 = Clear 40-60 word answer in first paragraph</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ___ |
| FAQ schema markup added <i>1 = No schema 2 = Some pages 3 = Most pages 4 = All pages 5 = All pages + verified in Rich Results Test</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ___ |
| Question-format headings (H2/H3) <i>1 = No questions 2 = 1-2 questions 3 = Some pages done 4 = Most headings 5 = All major headings are questions</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ___ |
| Primary term defined in opening paragraphs <i>1 = No definition 3 = Definition exists but not prominent 5 = Clear 1-2 sentence definition near the top</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ___ |
| External citations from credible sources <i>1 = No citations 2 = 1 citation 3 = 2 citations 4 = 3 citations 5 = 3+ citations with links on every pillar page</i> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ___ |
| AEO Subtotal (5 questions × max 5 = 25 points) | | | | | | ___ /25 |

| GEO Generative Engine Optimization | 1 | 2 | 3 | 4 | 5 | Score |
|------------------------------------|---|---|---|---|---|-------|
|------------------------------------|---|---|---|---|---|-------|

| | |
|---|----------------|
| Welcome email sequence active <i>1 = No emails 2 = 1-2 emails 3 = 3-4 emails 4 = 5-6 emails 5 = Full 7-email sequence live and tested</i> | |
| Clear CTAs on every page <i>1 = No CTAs 2 = 1 CTA total 3 = Some pages 4 = Most pages 5 = Every page has at least one clear next-step CTA</i> | |
| Trust signals present (bio, credentials, testimonials) <i>1 = None 2 = Name only 3 = Bio 4 = Bio + credentials 5 = Bio + credentials + social proof or testimonials</i> | |
| Funnels Subtotal (5 questions x max 5 = 25 points) | ___ /25 |

| Category | Your Score | Max |
|--------------------------------------|------------|------------|
| AEO — Answer Engine Optimization | ___ | 25 |
| GEO — Generative Engine Optimization | ___ | 25 |
| SEO — Search Engine Optimization | ___ | 25 |
| ANI — AI Narration and Indexing | ___ | 25 |
| ASI — AI Search Intent | ___ | 25 |
| Funnels — Lead Funnels | ___ | 25 |
| TOTAL SCORE | ___ | 150 |

| Score Interpretation | | |
|----------------------|-------------------------|---|
| 30–60 | Getting started | Focus on AEO first — rewrite your opening paragraphs and add FAQ schema via Rank Math. Then fix your meta descriptions. These two steps alone will move you into the next band. |
| 61–90 | Solid foundation | Your basics are in place. Prioritize internal cross-linking between pages, add author attribution, and activate your email opt-in form. Get your email funnel running. |
| 91–120 | Good progress | Strong across the board. Now focus on GEO — write supporting articles for each pillar, build out comparison content, and create your llms.txt file. |
| 121–150 | Advanced | Excellent optimization. Focus on scaling: grow your email list, publish original research, build backlinks, and develop your next product offering. |

Get the step-by-step fix for every item on this
scorecard →

teachmeoptimization.com/guide