

FREE CHECKLIST FOR SAAS FOUNDERS

The GEO Quick-Fix Checklist

6 fixes, under one business day, that decide whether AI search can see your SaaS

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Most SaaS companies assume their site is already accessible to AI crawlers. That assumption is usually wrong, and the fixes below are the reason a technically weaker competitor can win the ChatGPT recommendation for your category.

☐ 1. Unblock the AI crawlers · 2 minutes

Go to `yourdomain.com/robots.txt` right now. If GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot, or Google-Extended appears under a Disallow rule, your product is invisible to those platforms regardless of how much content you publish. CMS templates and plugins add these blocks by default, with no warning. If they are blocked, nothing else on this list matters.

☐ 2. Add an llms.txt file · 30 minutes

A plain-text file at your domain root that gives AI agents a structured summary: what your product does, who it is for, your key pages, your documentation links. Without it, AI infers your product from scattered sources. With it, you control the narrative.

☐ 3. Add year signals to high-intent pages · 5 minutes per page

Update page titles and headings on your pricing, comparison, and category pages to include the current year. Year signals improve citation rates by approximately 30%.

☐ 4. Claim and update G2 and Capterra · 1 hour

Even a listing with zero reviews beats no listing. AI platforms cite these profiles as fact: there are documented cases of AI describing an enterprise-grade platform as a basic tool because the G2 listing was 18 months old. Write the description with specific, verifiable outcomes. 'Reduces onboarding time by 40% for SaaS teams under 50 people' gives ChatGPT something to cite. 'Comprehensive solutions for modern businesses' gives it nothing.

☐ 5. Run the view-source test · 10 minutes

Right-click your homepage and pricing page, choose View Page Source, and search for your main body text. If you cannot find it in the raw HTML, AI crawlers probably cannot read it either. Roughly 70% of modern sites have this problem. Flag it for your developer: server-side or static rendering for key pages.

☐ 6. Make one description canon · 30 minutes

Your homepage, G2 listing, directory entries, and schema markup should describe your product in the same terms. Conflicting descriptions cause AI systems to skip you or misrepresent you.

What to expect

Perplexity uses real-time retrieval, so structural changes can appear in its answers within 2 to 4 weeks. ChatGPT moves slower. Documented cases show bottom-of-funnel AI presence within two weeks of fixing crawler access and content structure. Test on Perplexity first.

Fixed all 6 and still invisible?

Then the problem lives in your content structure or third-party presence, and that is exactly what the AI Visibility Audit finds. Full buyer-language test across four AI platforms, prioritised fix plan, 5 business days. \$500 flat rate.

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