

2026 MANUFACTURING GEO READINESS SCORECARD



B2B buyers are increasingly using tools like ChatGPT, Gemini and Claude alongside traditional search to research suppliers, compare capabilities and answer procurement questions. Generative Engine Optimization (GEO) makes sure AI tools find, trust, and quote your business when buyers search.

Use this checklist to get your website and digital listings ready for AI search engines.

01 Digital Presence and Entity Credibility

AI search engines check your company background by looking across trusted industry sources.

- ☐ **Verify Directory Profiles** — Keep complete, consistent profiles on trusted industry networks like Thomasnet, NAM, and local manufacturing groups.
- ☐ **Build Independent Industry Mentions** — Get featured in credible trade publications to build strong trust signals for AI models.
- ☐ **Match Your Business Details Everywhere** — Keep your exact business Name, Address, and Phone number (NAP) identical across every platform so AI tools can verify your business identity.

02 Make Your Website Accessible to AI

AI engines skip sites with blocked, broken, or hard-to-read technical setups.

- ☐ **Check Crawler Access** — Review your robots.txt file to make sure key AI crawlers like OAI-SearchBot and ClaudeBot are not blocked.
- ☐ **Add Structured Schema Markup** — Put structured schema code on your site for facility details, product specs, and technical guides.
- ☐ **Structure Content Around Buyer Questions** — Set up page subheadings around specific questions procurement managers ask.
- ☐ **Add Short Direct Summaries** — Start key sections with a direct, factual 40 to 60 word answer that AI search engines can easily pull and quote.

03 Proof Points and Quality Markers

AI tools lean on specific facts, technical data, and real proof – not platitudes.

- ☐ **Use Specific Operational Metrics** — Swap vague quality claims with hard figures, like ISO certification details or real quality pass rates.
- ☐ **Name Your Technical Experts** — Credit technical guides and spec sheets to internal engineers and leaders with clear background information.
- ☐ **Share Real Customer Case Studies** — Post detailed case studies and shop floor success stories that AI engines can reference as proof of your work.

04 Tracking Your Results

Watch how often your shop appears in AI recommendations compared to your direct competitors.

- ☐ **Test Buyer Prompts Regularly** — Run real buyer prompts across major AI engines to see how often your company gets recommended.
- ☐ **Find Content Gaps** — Review what competitors are doing when they show up in answers to see which spec sheets or trade mentions you can use as inspiration.
- ☐ **Keep Your Content Updated** — Update technical pages and documentation based on what AI models are missing about your business.

Practical Value for Manufacturers

This checklist gives marketers for manufacturing a straightforward plan to stay visible to buyers. Count your completed checks to evaluate your readiness for AI search.

11 to 14

STRONG POSITIONING

Your digital assets align with generative search requirements, giving your brand solid representation when buyers run queries.

6 to 10

ROOM TO IMPROVE

You likely have the foundations in place, but technical gaps in schema, site structure, or directory consistency are holding you back from being cited.

0 to 5

HIGH RISK

High risk of being skipped by AI search tools. Generative tools are likely passing over your business entirely and pointing procurement teams directly to competitors.

GET YOUR AI VISIBILITY ASSESSMENT

This score is a solid starting point, but exact performance data and technical clarity can give you full direction on where to start in your AI search journey. [Request your free AI Visibility Assessment from Core Online Marketing.](#)

OUR AI VISIBILITY ASSESSMENT DELIVERS CLEAR BENEFITS FOR YOUR BUSINESS:

- 01 See your exact AI Search Visibility Score across key buyer prompts.
- 02 Track your visibility across every stage of the Buyer Journey.
- 03 Compare your brand directly against top industry competitors.
- 04 Uncover specific content gaps and site issues holding you back.
- 05 Get a practical, costed plan with clear steps to earn AI citations.

[Reach out to Core Online Marketing today to schedule your AI Visibility Assessment.](#)

