

RankO's Free LEO Toolkit: Audit, Optimize, and Track Your LLM Visibility

Created by RankO.ae – Pioneers in SEO & LEO in U.A.E

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Questions? Contact us at contact@ranko.ae

This toolkit helps you get started with LLM Engine Optimization (LEO). Use it to check your site's readiness for AI tools like ChatGPT and Gemini, especially for UAE multilingual queries. It's based on our case studies where we boosted traffic by 50-80% and tripled AI mentions.

Disclaimer: This is for educational use. Results vary based on your site and industry. Always optimize ethically.

Section 1: 20-Point LEO Checklist

Score your site out of 20. Check off what you've got, and note fixes for the rest. Aim for 15+ to start seeing AI boosts.

1. Does your site have JSON-LD schema markup for key pages (e.g., FAQs, products, services)?
2. Are your FAQs written in natural, conversational language that matches real AI queries?
3. Have you embedded unique data or stats that LLMs can cite (e.g., UAE market insights on luxury real estate)?
4. Is your content optimized for multilingual queries (e.g., Arabic-English hybrids for Dubai searches)?
5. Do you use RAG-friendly structures (e.g., clear summaries and headings for easy AI retrieval)?
6. Have you tested AI visibility by querying ChatGPT/Gemini with your niche phrases (e.g., "best luxury villas in Dubai")?
7. Are there entity links to boost authority (e.g., references to trusted sources like Wikipedia or local stats)?
8. Is your site mobile-first and fast-loading (under 3 seconds) for AI scrapers?
9. Have you avoided over-optimization that could trigger AI filters (e.g., no keyword stuffing or fake data)?
10. Do you have thought leadership content that's subtly prompt-engineered (e.g., answering common questions directly)?

- 11. Are images and media alt-texted with descriptive, AI-parseable details (e.g., "Luxury Dubai villa interior with ocean view")?
- 12. Have you set up monitoring for AI mentions (e.g., weekly checks with tools like SEMrush or custom prompts)?
- 13. Is your sitemap updated and XML-friendly for easy crawling by AI tools?
- 14. Do you use structured data for events, reviews, or local business info (via Schema.org)?
- 15. Have you A/B tested LEO changes (e.g., adding schema and measuring AI mention lifts)?
- 16. Is your content fresh and updated regularly to stay relevant in dynamic AI models?
- 17. Have you checked for hallucinations in AI responses about your brand (e.g., wrong facts pulled from elsewhere)?
- 18. Do you track AI-referred traffic in your analytics (e.g., via UTM tags or referral sources)?
- 19. Have you built backlinks from AI-friendly sources (e.g., high-authority blogs that LLMs trust)?
- 20. Is your LEO strategy ethical and focused on real user value (not just gaming the system)?

Your Score: __ / 20

Tips: If below 10, start with basics like schema and FAQs. Retest after changes.

Section 2: Audit Template

Use this to baseline your AI visibility. List 10-20 common queries in your niche. Test them in AI tools (ChatGPT, Gemini, etc.). Rate how often your brand gets mentioned (0-10 scale). Note competitors and quick fixes.

Query Example	AI Tool Tested	Mention Rate (0-10)	Competitors Noted	Action Items
Best luxury villas in Dubai	ChatGPT	2	Competitor X, Y	Add schema to property pages; embed unique UAE stats
Top private banks in Abu Dhabi	Gemini	0	None, but generic banks	Create conversational FAQ on services; optimize Arabic content
Luxury resorts in UAE for families	ChatGPT	3	Hotel chains dominating	Add RAG summaries to blog posts; test multilingual tweaks

Query Example	AI Tool Tested	Mention Rate (0-10)	Competitors Noted	Action Items
Best consulting firms for high-net-worth in Dubai	Gemini	1	International firms	Build pillar content with entity links; monitor weekly
(Add your own rows here...)				

Instructions:

- Run tests weekly.
- Aim to lift rates above 5.
- For UAE focus: Include Arabic versions of queries to spot language gaps.

Section 3: Experiment Tracker

Track small LEO tests to see what works. Run each for 2-4 weeks. Measure before/after metrics like AI mentions or leads. Based on our experiments (e.g., schema added 45% lifts).

Experiment Description	Date Started	Tactics Used (e.g., Add JSON-LD)	Before Metrics (e.g., AI Mentions %)	After Metrics	Key Learnings
A/B test schema on Arabic pages	July 23, 2025	Added FAQ schema to 5 pages	10% mention rate in Gemini	55% mention rate	Boosted recommendations by 45%; focus on multilingual first
Embed unique stats in content	Aug 1, 2025	Injected UAE luxury market data into blogs	20 leads/month from AI referrals	32 leads/month	Ethical, subtle tweaks drive real traffic; avoid overdoing it
Test conversational FAQs	Aug 15, 2025	Rewrote 10 FAQs for natural questions	15% visibility in ChatGPT	40% visibility	Matches user queries better; led to 30% more features

Add your own rows here...)					
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Instructions:

- Start small: Change one thing per experiment.
- Tools needed: Free AI access, Google Analytics for traffic.
- Share results with us at Ranko—we can refine based on your data.

Final Notes from Khawar: This toolkit is your starting point to LEO mastery. We've used similar steps to get 40-60% visibility boosts for clients in real estate, banking, and more. If it helps land you a client or two, that's the win. Remember, LEO pairs perfectly with our full SEO services—book a free audit on ranko.ae to see it in action.

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