

Audit any website for AI search visibility

Installing the free GEO-SEO skill for Claude Code. No coding experience needed — every command here is copy-paste.

WHAT IT IS

A free add-on that grades a website on how likely AI is to recommend it

People now ask ChatGPT, Claude, Perplexity and Google's AI answers for recommendations instead of scrolling through search results. This tool checks whether a website is likely to end up in those answers, scores it out of 100, and lists what to fix. You run it by typing one line into a chat window on your own computer. There is nothing to code.

WHAT IT DOES

Runs the whole audit and writes the report for you

- Scores how citable a page is to AI assistants, and points at the passages that fall short
- Checks the site's robots.txt against 14+ AI crawlers (GPTBot, ClaudeBot, PerplexityBot and others) and flags any that are blocked
- Scans for brand mentions on YouTube, Reddit, Wikipedia, LinkedIn and other platforms AI tools tend to cite
- Generates the technical pieces the site is missing: schema markup and an llms.txt file
- Exports a client-ready PDF report with scores, charts and a prioritised action plan

WHAT IT REPLACES

A day of manual checking, and the subscription you'd pay for it

Doing this by hand means reading robots.txt, hunting for schema markup, searching platform by platform for brand mentions, then writing it all up into something a client will actually read. Agencies charge \$2,000-\$12,000 a month for that work. This runs the same checks in minutes and produces the deliverable. It's free and MIT-licensed — no trial, no seat, no usage cap beyond your own Claude plan.

BEFORE YOU START

Four things, and how to check each one

YOU NEED	HOW TO CHECK IT
macOS 13 or newer, Windows 10 (1809+), or Ubuntu 20.04+	Mac: Apple logo, top-left of your screen → About This Mac. Windows: press the Windows key, type winver, press Enter.
A paid Claude plan (Pro or Max), or an Anthropic API key	Claude Code won't run without one. If you can log in at claude.ai on a paid plan, you're covered.
Python 3.8 or newer	In the terminal (Step 1), type <code>python3 --version</code> and press Enter. 3.8 or higher is fine. If it says "command not found", install it from python.org. On Ubuntu or Debian also run <code>sudo apt install python3-venv</code> .
Git	Type <code>git --version</code> . Missing on a Mac? Run <code>xcode-select --install</code> and click through the prompt. On Windows, install Git for Windows from git-scm.com/downloads — Step 1 needs it anyway.

STEP 1

Open a terminal

The terminal is a window where you type commands instead of clicking. Everything in this guide happens there.

- 1 On a Mac:** press **⌘ + Space**, type "Terminal", press Enter.

A plain black-and-white window with a blinking cursor opens. That's normal — it's supposed to look like that.

- 2 On Windows:** install Git for Windows from git-scm.com/downloads, then open the Start menu, type "Git Bash" and press Enter.

Use Git Bash, not PowerShell or Command Prompt. The installer in Step 3 only works in Git Bash.

STEP 2

Install Claude Code

Claude Code is Anthropic's own app for running Claude from a terminal. The tool in this guide is an add-on to it, so it goes on first. **Already have it? Type `claude --version` — if that prints a number, skip to Step 3.**

1 Mac, Linux or WSL — paste this in and press Enter

```
curl -fsSL https://claude.ai/install.sh | bash
```

On Windows this one command is the exception: open **PowerShell** and run `irm https://claude.ai/install.ps1 | iex` instead, then go back to Git Bash for the rest of the guide.

2 Close the terminal window, open a fresh one, and check it worked

```
claude --version
```

It should print a version number. If it says "command not found", the window was opened too early — close it and open one more.

3 Type `claude` and press Enter to sign in

A browser tab opens so you can log in with your Claude account. Once it confirms, go back to the terminal and type `/exit` to close Claude Code for now.

STEP 3

Install the GEO-SEO skill

1 Mac and Linux — paste this in and press Enter

```
curl -fsSL https://raw.githubusercontent.com/zubair-trabzada/geo-seo-claude/main/install.sh | bash
```

2 Windows, in Git Bash — use this line instead

```
curl -fsSL https://raw.githubusercontent.com/zubair-trabzada/geo-seo-claude/main/install-win.sh | bash
```

A wall of text scrolls past for a minute or two while it downloads. That's the install working, not an error. Everything lands in a hidden `.claude` folder in your home directory with its own separate Python setup, so nothing else on your computer is affected.

STEP 4

Run your first audit

1 Start Claude Code again: type `claude` and press Enter

2 Type this, swapping in the site you want to check

```
/geo quick https://example.com
```

Keep the `https://` part. You get a snapshot in about a minute. That's it — you're running GEO audits.

THEN TRY	WHAT YOU GET
<code>/geo audit <url></code>	The full audit — five checks running at once, then one score out of 100 and a prioritised fix list
<code>/geo citability <url></code>	Which passages AI is likely to quote, and which ones need rewriting
<code>/geo crawlers <url></code>	Whether the site is accidentally blocking AI crawlers
<code>/geo report-pdf</code>	The audit as a designed PDF with charts, ready to send a client

GOOD TO KNOW

- If `/geo` isn't recognised, fully quit Claude Code and start it again — add-ons only load when it launches.
- A full audit uses noticeably more of your Claude usage than a quick one. Start with `/geo quick` and go deeper when it's worth it.
- Reports and saved prospects live in a `.geo-prospects` folder in your home directory. They stay there even if you uninstall, so delete that folder by hand if you want them gone.
- To remove the tool: `rm -rf ~/.claude/skills/geo ~/.claude/skills/geo-* ~/.claude/agents/geo-*.md`
- Run it on your own site first. The report it produces is the most persuasive thing you can put in front of a prospect.