

AI SEO CHECKLIST

A quick SEO and AI task manager to improve visibility in the era of AI Overviews, AI Mode, and declining organic clicks.

<p>Content Structure—AI Overviews</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Write with clear TL;DRs and bold takeaways <input type="checkbox"/> Use bullet points, headers, and summaries <input type="checkbox"/> Format content in Q&A or conversational style <input type="checkbox"/> Use schema markup: FAQ, How-to, Product, Review
<p>Be the Source</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Publish first-party content: original data, case studies <input type="checkbox"/> Use firsthand experience language (E-E-A-T) <input type="checkbox"/> Earn high-authority mentions via PR, Featured/Connectively, Reddit, Quora <input type="checkbox"/> Target featured snippets & monitor unlinked brand mentions
<p>AI Tools</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Use ChatGPT, Claude, Gemini, or Perplexity for drafts/outlines <input type="checkbox"/> Create keyword/topic clusters with SurferSEO, Clearscope, or Frase <input type="checkbox"/> Add structured data and content schemas <input type="checkbox"/> Edit all AI content for voice, accuracy, and trustworthiness
<p>Double Down on Local & Brand SEO</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Fully optimize Google Business Profile <input type="checkbox"/> Encourage branded searches and name recognition <input type="checkbox"/> Build citations, reviews, and location signals <input type="checkbox"/> Create content for local queries + nearby intent
<p>Technical & On-Site SEO Essentials</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Fast, mobile-first site experience <input type="checkbox"/> Proper meta titles and descriptions (still matter!) <input type="checkbox"/> Ensure crawlability, internal linking, and sitemap health <input type="checkbox"/> Add alt-text and accessibility best practices
<p>Analytics</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Track branded vs. non-branded traffic <input type="checkbox"/> Monitor AI Overview & AI Mode visibility and citations <input type="checkbox"/> Track referrals from ChatGPT, Perplexity, Gemini, Claude, Copilot <input type="checkbox"/> Use heatmaps & click tracking to analyze behavior shifts <input type="checkbox"/> Update content quarterly with fresh data & AI-friendly formats

AI SEO CHECKLIST

2026 Additions: Optimize for AI discoverability, multi-engine visibility, and entity authority.

Shift in Mindset	<ul style="list-style-type: none"> <input type="checkbox"/> Think visibility in AI, not just top SERP rank <input type="checkbox"/> Focus on being referenced, not just clicked <input type="checkbox"/> Blend AI automation with authentic insights <input type="checkbox"/> Prioritize content quality over keyword volume
AI Discoverability & GEO	<ul style="list-style-type: none"> <input type="checkbox"/> Configure robots.txt for AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended) <input type="checkbox"/> Publish & maintain an llms.txt file <input type="checkbox"/> Create citation-worthy content: stats, definitions, research <input type="checkbox"/> Front-load answers in the first 100 words
Multi-Engine Visibility	<ul style="list-style-type: none"> <input type="checkbox"/> Track citations & visibility across ChatGPT, Perplexity, Gemini, Claude, Copilot <input type="checkbox"/> Use tools like Profound, AthenaHQ, Otterly.ai, or Peec AI <input type="checkbox"/> Track referral traffic from AI engines in analytics <input type="checkbox"/> Measure citation share of voice across AI answers
Entity & Knowledge Authority	<ul style="list-style-type: none"> <input type="checkbox"/> Build & maintain Wikidata/Wikipedia entity presence <input type="checkbox"/> Use Organization, Person & sameAs schema markup <input type="checkbox"/> Create author bios with credentials & external proof <input type="checkbox"/> Cite primary sources and link out generously
Technical for AI Crawlers	<ul style="list-style-type: none"> <input type="checkbox"/> Server-side rendering (SSR) or pre-rendering for JS-heavy sites <input type="checkbox"/> Use chunk-friendly formatting (self-contained paragraphs) <input type="checkbox"/> Add comparison tables (heavily cited by AI Overviews) <input type="checkbox"/> Monitor AI crawler hits in server logs
Content Quality 2026	<ul style="list-style-type: none"> <input type="checkbox"/> Optimize for Core Web Vitals (INP, LCP, CLS) <input type="checkbox"/> Maintain crawlability, internal linking & sitemap health <input type="checkbox"/> Treat content as a dataset for LLMs, not just pages <input type="checkbox"/> Refresh content quarterly; remove outdated info promptly
Brand & Local in AI Era	<ul style="list-style-type: none"> <input type="checkbox"/> Optimize Google Business Profile + AI-readable descriptions <input type="checkbox"/> Encourage branded searches & co-citations <input type="checkbox"/> Build reviews, citations & location signals <input type="checkbox"/> Create content for local queries + nearby intent