



# AI SEO CHECKLIST

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

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

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| Analytics        | <ul style="list-style-type: none"><li>□ Monitor SGE visibility and AI Overview mentions</li><li>□ Use heatmaps, click tracking to analyze behavior shifts</li><li>□ Update content quarterly with fresh data &amp; AI-friendly formats</li></ul>                      |
| Shift in Mindset | <ul style="list-style-type: none"><li>□ Think visibility in AI, not just top SERP rank</li><li>□ Focus on being referenced, not just clicked</li><li>□ Blend AI automation with authentic insights</li><li>□ Prioritize content quality over keyword volume</li></ul> |

*The AI SEO Checklist @2025 - The Digital Hall*