

AI SEO CHECKLIST

A one-page checklist to help digital agencies understand whether their content is structured for AI-driven search systems.

01. Pick one page

- Choose a single high-intent page (service page, location page, or landing page)
- Don't audit the whole site. Start with one page

02. Check AI interpretability

Manually review:

- Whether the page answers the core query
- Whether the purpose is clear early
- Whether assumptions are required

Goal: confirm AI can understand the page correctly.

03. Evaluate answer extractability

Check if the page has:

- Direct answers near the top
- Short, declarative paragraphs
- Clear question-based subheadings

If AI can't extract answers quickly, it won't use the page.

04. Review citation readiness

Look for:

- Specific explanations or claims
- Structure AI can quote
- Clean formatting such as lists or steps

05. Confirm entity clarity

Ensure the page clearly states:

- Who you are
- What service you provide
- Who it's for

If AI can't identify the entity, usage drops

06. Strengthen supporting signals

Add or improve:

- Brand or author context
- Internal links from related pages
- Consistent service naming

These signals reinforce trust

07. Quick check before publishing

Confirm:

- The page answers the query better than AI summaries
- Ambiguity is reduced
- A clear next step is present

If not, simplify

08. Review monthly

Track:

- Presence in AI-generated answers
- Competitor substitution
- Changes after updates

This complements rank-only reporting

FREQUENTLY ASKED QUESTIONS

What is an AI visibility checklist?

It's a repeatable process agencies use to check whether AI search systems can recognize, summarize, and cite a page, focusing on structure, clarity, and citation readiness.

How is AI visibility different from traditional SEO metrics?

Traditional SEO tracks rankings and traffic. AI visibility tracks whether your content is selected inside AI-generated answers, even when rankings stay the same.

Which pages should agencies prioritize first?

Start with service pages, location pages, and high-intent landing pages where AI summaries influence decisions.