



The Complete AEO Readiness Checklist

A Practical Step-by-Step Framework for Preparing Your Website for Google AI Overviews, ChatGPT, Gemini, Claude, Copilot and Perplexity.

How to Use This Checklist

This document is a definitive roadmap for preparing any modern website for Answer Engines.

Tip: Print this document and keep it on your desk, or use it as a digital reference during your weekly SEO sprints.

1. Review Priority

Tackle High Priority items first for quick wins. Each checklist item is color-coded for fast triage.

2. Check Off Items

Use the large checkboxes as you verify each step on your website. Accountability is key.

3. Keep Notes

Jot down specific pages or technical debt issues in the dedicated Notes section.

4. Track Monthly

Use the Monthly Scorecard at the end of this document to track your progress.

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1. Website Foundation Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Website Foundation Checklist

☐ Ensure Mobile-First Indexing compatibility and fluid responsive design across all viewports. Pending

Priority: High

Difficulty: Medium

☐ Optimize Core Web Vitals (LCP, FID, CLS) to meet Google's minimum thresholds. Pending

Priority: High

Difficulty: High

☐ Implement HTTPS securely and force SSL across the entire domain. Pending

Priority: High

Difficulty: Low

☐ Resolve all crawl errors (404s, 500s) reported in Google Search Console. Pending

Priority: Medium

Difficulty: Low

☐ Set up proper 301 redirects for any deleted or merged pages. Pending

Priority: High

Difficulty: Low

☐ Ensure server response time (TTFB) is consistently under 200ms. Pending

Priority: Medium

Difficulty: Medium

Auditor Notes & Observations:

2. Technical SEO Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Technical SEO Checklist

- ☐ Create, test, and submit a dynamic XML Sitemap to Search Console and Bing Webmaster Tools. Pending

Priority: High

Difficulty: Low

- ☐ Optimize robots.txt to properly guide AI crawlers (e.g., CCBot, GPTBot, Anthropic). Pending

Priority: High

Difficulty: Medium

- ☐ Fix broken internal and external links using a comprehensive site crawler. Pending

Priority: Medium

Difficulty: Low

- ☐ Implement self-referencing canonical tags correctly on all indexing-eligible pages. Pending

Priority: High

Difficulty: Medium

- ☐ Audit and streamline JavaScript execution to prevent rendering blockers. Pending

Priority: Medium

Difficulty: High

- ☐ Enable HSTS (HTTP Strict Transport Security) for advanced security. Pending

Priority: Low

Difficulty: Low

Auditor Notes & Observations:

3. Content Quality Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Content Quality Checklist

☐ Eliminate or rewrite duplicate content across the site to ensure uniqueness. Pending

Priority: High

Difficulty: Medium

☐ Ensure content directly answers user queries within the first two paragraphs. Pending

Priority: High

Difficulty: Medium

☐ Use concise, semantic H1, H2, and H3 headings to structure information. Pending

Priority: Medium

Difficulty: Low

☐ Include primary and secondary sources to back up all factual claims. Pending

Priority: Medium

Difficulty: Medium

☐ Ensure the reading level matches your target audience (typically 8th-9th grade level). Pending

Priority: Medium

Difficulty: Low

☐ Add rich media (images, videos, infographics) to enhance comprehension. Pending

Priority: High

Difficulty: Medium

Auditor Notes & Observations:

4. Entity Optimization Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Entity Optimization Checklist

☐ Define primary entities (topics, brands, people) for every key page. Pending

Priority: High

Difficulty: Medium

☐ Link entities to authoritative knowledge bases like Wikipedia or Wikidata via Schema SameAs. Pending

Priority: Medium

Difficulty: High

☐ Use exact match terminology for complex industry concepts. Pending

Priority: High

Difficulty: Low

☐ Map relationships between entities clearly in text (e.g., 'X is a subsidiary of Y'). Pending

Priority: High

Difficulty: Medium

☐ Consistently use the same nomenclature across the entire website. Pending

Priority: High

Difficulty: Low

☐ Create dedicated entity hub pages for core business concepts. Pending

Priority: Medium

Difficulty: High

Auditor Notes & Observations:

5. EEAT Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: EEAT Checklist

☐ Display clear author bios, credentials, and headshots on every article. Pending

Priority: High

Difficulty: Low

☐ Maintain a highly detailed 'About Us' page with company history and mission. Pending

Priority: High

Difficulty: Low

☐ Include genuine customer reviews, case studies, and testimonials. Pending

Priority: Medium

Difficulty: Medium

☐ Cite reputable, peer-reviewed, or highly authoritative sources for all claims. Pending

Priority: High

Difficulty: Low

☐ Make contact information (address, phone, email) easily accessible on all pages. Pending

Priority: High

Difficulty: Low

☐ Ensure privacy policies and terms of service are up-to-date and visible. Pending

Priority: High

Difficulty: Low

Auditor Notes & Observations:

6. Answer Engine Optimization Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

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- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Answer Engine Optimization Checklist

- ☐ Adopt a direct question-and-answer format for FAQs and long-tail topics. Pending

Priority: High

Difficulty: Low

- ☐ Write concise answers (under 50 words) immediately following the question heading. Pending

Priority: High

Difficulty: Medium

- ☐ Provide comprehensive, deep-dive explanations below the initial direct answer. Pending

Priority: Medium

Difficulty: Medium

- ☐ Use bullet points, numbered lists, and bold text to make answers scannable. Pending

Priority: High

Difficulty: Low

- ☐ Target 'What is', 'How to', and 'Why' informational queries specifically. Pending

Priority: High

Difficulty: Medium

- ☐ Ensure answers are neutral, objective, and lack aggressive sales pitches. Pending

Priority: High

Difficulty: Medium

Auditor Notes & Observations:

7. LLM Readiness Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: LLM Readiness Checklist

☐ Ensure text is plain and readable without overly complex or branded jargon. Pending

Priority: High

Difficulty: Medium

☐ Remove aggressive pop-ups, paywalls, or layouts that block content from AI scrapers. Pending

Priority: High

Difficulty: Low

☐ Verify that API or technical documentation is fully open and accessible. Pending

Priority: Medium

Difficulty: Low

☐ Structure data logically (Header → Context → Details → Conclusion). Pending

Priority: High

Difficulty: Medium

☐ Use descriptive file names and paths that hint at the content inside. Pending

Priority: Medium

Difficulty: Low

☐ Minimize reliance on client-side rendering for critical informational text. Pending

Priority: High

Difficulty: High

Auditor Notes & Observations:

8. Google AI Overviews Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Google AI Overviews Checklist

☐ Target conversational queries and natural language phrases. Pending

Priority: High

Difficulty: Medium

☐ Structure content to match how AI overviews aggregate summaries. Pending

Priority: High

Difficulty: High

☐ Provide unique perspectives, data, or opinions not found on competitor sites. Pending

Priority: High

Difficulty: High

☐ Optimize images with descriptive alt text, captions, and surrounding context. Pending

Priority: Medium

Difficulty: Low

☐ Format data into HTML tables when comparing options or pricing. Pending

Priority: High

Difficulty: Low

☐ Answer follow-up questions within the same article. Pending

Priority: Medium

Difficulty: Medium

Auditor Notes & Observations:

9. Schema Markup Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Schema Markup Checklist

- ☐ Implement Organization / LocalBusiness Schema on the homepage and contact pages. Pending

Priority: High

Difficulty: Medium

- ☐ Add FAQPage or QAPage Schema to pages with multiple questions and answers. Pending

Priority: High

Difficulty: Low

- ☐ Use Article, NewsArticle, or BlogPosting Schema for all editorial content. Pending

Priority: High

Difficulty: Medium

- ☐ Validate all schema implementations using the Google Rich Results Test tool. Pending

Priority: High

Difficulty: Low

- ☐ Add Person Schema for authors to strengthen EEAT signals. Pending

Priority: Medium

Difficulty: Medium

- ☐ Implement BreadcrumbList schema to clarify site hierarchy. Pending

Priority: Medium

Difficulty: Low

Auditor Notes & Observations:

10. Content Audit Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Content Audit Checklist

- ☐ Identify and update severely outdated information, statistics, and references. Pending

Priority: High

Difficulty: Medium

- ☐ Consolidate thin, overlapping, or cannibalizing pages into single authoritative guides. Pending

Priority: Medium

Difficulty: High

- ☐ Review metrics (traffic, engagement, conversion) for the top 50 landing pages. Pending

Priority: Low

Difficulty: Low

- ☐ Check formatting against current brand style and editorial guidelines. Pending

Priority: Medium

Difficulty: Low

- ☐ Prune or 301 redirect pages that have received zero traffic in the last 12 months. Pending

Priority: High

Difficulty: Medium

- ☐ Ensure all internal links point to the most recent version of a topic. Pending

Priority: Medium

Difficulty: Medium

Auditor Notes & Observations:

11. AI Citation Readiness Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- [Google Search Central Core Documentation](#)
- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: AI Citation Readiness Checklist

☐ Use clear, unambiguous statistics, facts, and data points. Pending

Priority: High

Difficulty: Medium

☐ Include proprietary data, original research, or internal survey results. Pending

Priority: High

Difficulty: High

☐ Ensure the brand name is closely and frequently tied to the core topic. Pending

Priority: Medium

Difficulty: Low

☐ Create easily quotable soundbites and tweetable quotes. Pending

Priority: Medium

Difficulty: Medium

☐ Publish whitepapers or PDFs that AI models can easily ingest and cite. Pending

Priority: Medium

Difficulty: High

☐ Distribute press releases to ensure brand mentions appear in news corpuses. Pending

Priority: Medium

Difficulty: Medium

Auditor Notes & Observations:

12. Local SEO + AEO Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

- Google Search Central Core Documentation
- Schema.org Official Vocabulary Definitions
- W3C Web Accessibility Guidelines (WCAG)
- Internal Brand & Editorial Guidelines

Action Items: Local SEO + AEO Checklist

☐ Claim, verify, and fully optimize your Google Business Profile. Pending

Priority: High

Difficulty: Low

☐ Ensure consistent NAP (Name, Address, Phone) across all directory listings. Pending

Priority: High

Difficulty: Low

☐ Actively gather and professionally respond to all local reviews. Pending

Priority: High

Difficulty: Medium

☐ Embed a local map and detailed driving/transit directions on the contact page. Pending

Priority: Medium

Difficulty: Low

☐ Publish locally relevant content tailored to your specific community. Pending

Priority: Medium

Difficulty: Medium

☐ Add location-specific schema (e.g., areaServed, geo coordinates). Pending

Priority: High

Difficulty: Medium

Auditor Notes & Observations:

13. Content Refresh Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

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- [Internal Brand & Editorial Guidelines](#)

Action Items: Content Refresh Checklist

☐ Update all statistics, screenshots, and dates to reflect the current year. Pending

Priority: High

Difficulty: Low

☐ Improve internal linking by adding links to newer resources. Pending

Priority: Medium

Difficulty: Low

☐ Rewrite introductions to be immediately engaging and hook the reader. Pending

Priority: Medium

Difficulty: Medium

☐ Check for broken external links and replace them with live, authoritative sources. Pending

Priority: High

Difficulty: Low

☐ Optimize existing headers to better match new search intent trends. Pending

Priority: High

Difficulty: Medium

☐ Add a 'Last Updated' timestamp visible to both users and crawlers. Pending

Priority: High

Difficulty: Low

Auditor Notes & Observations:

14. Publishing Checklist

Why it matters: Ensuring best-in-class implementation for this section is a mandatory prerequisite for Answer Engine visibility. AI models favor structured, reliable, and technically sound sources.

Time: 2-6 hours

Difficulty: Varies

Priority: High

Best Practices

- Always prioritize user experience over crawler optimization.
- Document all changes in a central repository.
- Review metrics before and after making significant changes.
- Conduct a secondary QA pass once implementation is complete.

Common Mistakes

- Relying too heavily on automated tools without human review.
- Implementing changes without testing on mobile devices.
- Ignoring edge cases or legacy pages during site-wide updates.
- Failing to monitor server logs post-deployment.

Helpful Resources

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- [Schema.org Official Vocabulary Definitions](#)
- [W3C Web Accessibility Guidelines \(WCAG\)](#)
- [Internal Brand & Editorial Guidelines](#)

Action Items: Publishing Checklist

☐ Run thorough spelling, grammar, and brand-voice checks before publishing. Pending

Priority: High

Difficulty: Low

☐ Verify that the URL slug is clean, short, and descriptive (no stop words). Pending

Priority: High

Difficulty: Low

☐ Add a compelling meta title and description optimized for CTR. Pending

Priority: High

Difficulty: Low

☐ Ensure all social sharing tags (OpenGraph, Twitter Cards) are correctly configured. Pending

Priority: Medium

Difficulty: Low

☐ Test page rendering on both mobile and desktop environments. Pending

Priority: High

Difficulty: Low

☐ Schedule social media amplification and internal newsletter distribution. Pending

Priority: Medium

Difficulty: Low

Auditor Notes & Observations:

15. Monthly Audit Scorecard

Use this scorecard to track your overall AEO readiness month over month. Present this matrix to stakeholders to demonstrate continuous improvement.

Month	Foundation Score	Content Quality	EEAT Score	Overall Readiness
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

16. Master Printable Checklist

A condensed summary for quick auditing. Print this single page for a high-level overview of the entire framework.

WEBSITE FOUNDATION CHECKLIST

- Ensure Mobile-First Indexing compatibility and fluid responsive design across all viewports.
- Optimize Core Web Vitals (LCP, FID, CLS) to meet Google's minimum thresholds.
- Implement HTTPS securely and force SSL across the entire domain.
- Resolve all crawl errors (404s, 500s) reported in Google Search Console.
- Set up proper 301 redirects for any deleted or merged pages.
- Ensure server response time (TTFB) is consistently under 200ms.

TECHNICAL SEO CHECKLIST

- Create, test, and submit a dynamic XML Sitemap to Search Console and Bing Webmaster Tools.
- Optimize robots.txt to properly guide AI crawlers (e.g., CCBot, GPTBot, Anthropic).
- Fix broken internal and external links using a comprehensive site crawler.
- Implement self-referencing canonical tags correctly on all indexing-eligible pages.
- Audit and streamline JavaScript execution to prevent rendering blockers.
- Enable HSTS (HTTP Strict Transport Security) for advanced security.

CONTENT QUALITY CHECKLIST

- Eliminate or rewrite duplicate content across the site to ensure uniqueness.
- Ensure content directly answers user queries within the first two paragraphs.
- Use concise, semantic H1, H2, and H3 headings to structure information.
- Include primary and secondary sources to back up all factual claims.
- Ensure the reading level matches your target audience (typically 8th-9th grade level).
- Add rich media (images, videos, infographics) to enhance comprehension.

ENTITY OPTIMIZATION CHECKLIST

- Define primary entities (topics, brands, people) for every key page.
- Link entities to authoritative knowledge bases like Wikipedia or Wikidata via Schema SameAs.
- Use exact match terminology for complex industry concepts.
- Map relationships between entities clearly in text (e.g., 'X is a subsidiary of Y').
- Consistently use the same nomenclature across the entire website.
- Create dedicated entity hub pages for core business concepts.

EEAT CHECKLIST

- Display clear author bios, credentials, and headshots on every article.
- Maintain a highly detailed 'About Us' page with company history and mission.
- Include genuine customer reviews, case studies, and testimonials.
- Cite reputable, peer-reviewed, or highly authoritative sources for all claims.
- Make contact information (address, phone, email) easily accessible on all pages.
- Ensure privacy policies and terms of service are up-to-date and visible.

ANSWER ENGINE OPTIMIZATION CHECKLIST

- Adopt a direct question-and-answer format for FAQs and long-tail topics.
- Write concise answers (under 50 words) immediately following the question heading.
- Provide comprehensive, deep-dive explanations below the initial direct answer.
- Use bullet points, numbered lists, and bold text to make answers scannable.
- Target 'What is', 'How to', and 'Why' informational queries specifically.
- Ensure answers are neutral, objective, and lack aggressive sales pitches.

LLM READINESS CHECKLIST

- Ensure text is plain and readable without overly complex or branded jargon.
- Remove aggressive pop-ups, paywalls, or layouts that block content from AI scrapers.
- Verify that API or technical documentation is fully open and accessible.
- Structure data logically (Header → Context → Details → Conclusion).
- Use descriptive file names and paths that hint at the content inside.
- Minimize reliance on client-side rendering for critical informational text.

GOOGLE AI OVERVIEWS CHECKLIST

- Target conversational queries and natural language phrases.
- Structure content to match how AI overviews aggregate summaries.
- Provide unique perspectives, data, or opinions not found on competitor sites.
- Optimize images with descriptive alt text, captions, and surrounding context.
- Format data into HTML tables when comparing options or pricing.
- Answer follow-up questions within the same article.

SCHEMA MARKUP CHECKLIST

- Implement Organization / LocalBusiness Schema on the homepage and contact pages.
- Add FAQPage or QAPage Schema to pages with multiple questions and answers.
- Use Article, NewsArticle, or BlogPosting Schema for all editorial content.
- Validate all schema implementations using the Google Rich Results Test tool.
- Add Person Schema for authors to strengthen EEAT signals.
- Implement BreadcrumbList schema to clarify site hierarchy.

CONTENT AUDIT CHECKLIST

- Identify and update severely outdated information, statistics, and references.
- Consolidate thin, overlapping, or cannibalizing pages into single authoritative guides.
- Review metrics (traffic, engagement, conversion) for the top 50 landing pages.
- Check formatting against current brand style and editorial guidelines.
- Prune or 301 redirect pages that have received zero traffic in the last 12 months.
- Ensure all internal links point to the most recent version of a topic.

AI CITATION READINESS CHECKLIST

- ☐ Use clear, unambiguous statistics, facts, and data points.
- ☐ Include proprietary data, original research, or internal survey results.
- ☐ Ensure the brand name is closely and frequently tied to the core topic.
- ☐ Create easily quotable soundbites and tweetable quotes.
- ☐ Publish whitepapers or PDFs that AI models can easily ingest and cite.
- ☐ Distribute press releases to ensure brand mentions appear in news corpuses.

LOCAL SEO + AEO CHECKLIST

- ☐ Claim, verify, and fully optimize your Google Business Profile.
- ☐ Ensure consistent NAP (Name, Address, Phone) across all directory listings.
- ☐ Actively gather and professionally respond to all local reviews.
- ☐ Embed a local map and detailed driving/transit directions on the contact page.
- ☐ Publish locally relevant content tailored to your specific community.
- ☐ Add location-specific schema (e.g., areaServed, geo coordinates).

CONTENT REFRESH CHECKLIST

- ☐ Update all statistics, screenshots, and dates to reflect the current year.
- ☐ Improve internal linking by adding links to newer resources.
- ☐ Rewrite introductions to be immediately engaging and hook the reader.
- ☐ Check for broken external links and replace them with live, authoritative sources.
- ☐ Optimize existing headers to better match new search intent trends.
- ☐ Add a 'Last Updated' timestamp visible to both users and crawlers.

PUBLISHING CHECKLIST

- ☐ Run thorough spelling, grammar, and brand-voice checks before publishing.
- ☐ Verify that the URL slug is clean, short, and descriptive (no stop words).
- ☐ Add a compelling meta title and description optimized for CTR.
- ☐ Ensure all social sharing tags (OpenGraph, Twitter Cards) are correctly configured.
- ☐ Test page rendering on both mobile and desktop environments.
- ☐ Schedule social media amplification and internal newsletter distribution.