

Checklist for AI Search

Introduction

AI-powered search is rapidly transforming how people discover businesses, evaluate services, and make decisions. Tools like ChatGPT, Gemini, and Perplexity do not simply index webpages, they interpret, summarise, and compare information across the entire public web. To appear in these AI-generated answers, your brand must present clear, consistent, structured, and trustworthy information that models can easily understand and extract.

This checklist is designed to help you optimise your website, content, and wider digital presence so AI systems can

- confidently recognise
- interpret, and
- recommend your business.

It highlights the actions that improve visibility across traditional search engines as well as emerging AI search platforms, ensuring your services, expertise, and value propositions are easy for both people and AI to find.

Use this checklist as a practical guide to strengthen your brand signals, improve the structure and clarity of your content, and ensure that AI tools can accurately represent who you are and what you offer.

Contents

Introduction 1

Top 10 actions to FOCUS on 3

Benchmark - Evaluation of Existing Visibility 5

Website Home Page 6

Optimise Your Website for AI Indexing 7

Use Schema Markup (Critical for AI Search) 8

Create AI-Readable Content 9

Citations and Independent Validation 10

Strengthen Brand Signals Across the Web/ Social Proof/ Training of LLMs 11

Get Great Reviews (Very Important for Trust and Authority) 12

Publish “AI-Friendly” Assets 13

Make Sure Your Brand Information Is Easy to Get/Fetch..... 13

Earn Trust Signals - EEAT 14

Make the LLM’s Aware of Your Brand 15

Pages That Can Be Powerful 15

Technical SEO - Maintain a Clean, Crawlable Site 16

Top 10 actions to FOCUS on

Action	Done	Comments
1. Standardise a 2-to-3-line official brand description Use it everywhere: website, LinkedIn, directories, interviews AI search relies heavily on entity recognition. If your brand description is inconsistent across the web, LLMs won't form a stable knowledge graph entry. This one thing improves AI visibility the fastest.	☐	
2. Add FAQ, Organisation and Review (For WordPress, recommend using FAQ Magic plugin) Schema markup is directly consumed by AI crawlers and massively improves: Accuracy of AI-generated summaries, Inclusion in comparisons, How your content appears in AI answers If you only do one technical upgrade, do schema.	☐	
3. Ensure your homepage clearly states who you are, what you do, who you help, and where you operate LLMs often summarise your homepage intro block when answering queries. This is your brand's "source of truth." Make it: Short, Factual and Above the fold	☐	
4. Build strong service pages: one service per page, with FAQs, benefits, use cases, and who it's not for AI search prioritises: clarity, completeness and structured answers Pages that map one intent to one page rank dramatically better in AI summaries.	☐	
5. Create question-based content (Q&A pages, FAQs, "What does X do?" pages) LLMs prefer pages that explicitly answer questions, especially: "What does [Brand] do?", "Is [Service] right for me?", "How does [solution] work?" These pages get quoted verbatim by AI models.	☐	

6. **Strengthen entity consistency across the entire web (NAP + service names + brand info)**

☐

Inconsistent names, locations, service names, or descriptions confuse LLMs.

Consistency improves: brand matching, answer accuracy, trust signals. This matters even more in AI search than Google SEO.

7. **Get great reviews on Google, Trustpilot, G2/Capterra (if relevant) + show them in plain text**

☐

AI search *heavily* factors:

- volume
- recency
- detail
- multi-platform corroboration

Reviews are one of the strongest AI trust signals.

8. **Earn credible mentions & citations (Reddit, industry sites, news, directories)**

☐

Perplexity, ChatGPT and Gemini heavily weight:

Reddit threads, Editorial mentions, Industry profiles, “Alternatives to...” listings

These external validations help LLMs recommend you.

9. **Publish “AI-friendly assets”: glossaries, how-tos, pricing breakdowns, comparison tables**

☐

LLMs extract structured data. Prioritise:

Definitions, step-by-step guides, pricing breakdowns, pros/cons, tables

This content is disproportionately influential in AI answers.

10. **Make your brand easily “fetchable”: plain text, alt text, and AI-friendly meta descriptions**

☐

AI struggles with:

images without alt text, content hidden in PDFs only, jargon-heavy copy

Make sure all key facts appear in plain text, early in the page, written simply.

Checklist

Benchmark - Evaluation of Existing Visibility

Action	Done	Comments
1. Audit how ChatGPT currently answers questions about your brand	☐	
2. Check Perplexity queries about your business	☐	
3. See if Gemini retrieves accurate brand details	☐	
4. Identify broken or missing data sources	☐	
5. Audit incorrect or outdated AI-generated summaries	☐	
6. Correct outdated information across old directories or webpages	☐	

Website Home Page

LLMs pull *fact statements* into knowledge graphs

Action	Done	Comments
1. Include a short, structured summary block on your homepage One paragraph summarising what you do.	☐	
2. Be clear what you do - Meta Title and Meta Description Clear, factual statements (AI parses this more than Google does)	☐	
3. Add FAQ sections answering real user questions (For WordPress, recommend using FAQ Magic plugin)	☐	
4. Keep reading level simple (AI prefers clarity)	☐	
5. Ensure key facts appear early e.g., location, pricing model, target customers, unique value	☐	
6. Explicit “proof of expertise” section on your homepage	☐	
7. Ensure brand identity clarity: legal name, trading name, domain, founder, location	☐	

Optimise Your Website for AI Indexing

Action	Done	Comments
1. Clear, structured service/solutions pages (one service/solution per page; strong H1; clear benefits)	☐	
2. Write concise, fact-based descriptions (AI models extract key facts more than marketing fluff)	☐	
3. Add FAQ sections answering real user questions (For WordPress, recommend using FAQ Magic plugin)	☐	
4. Create topic hubs / pillar pages	☐	
5. Ensure key facts appear early e.g., location, pricing model, target customers, unique value.	☐	
6. Standardise a 2-to-3-line official brand description Use it everywhere: website, LinkedIn, directories, interviews	☐	
7. Ensure brand entity consistency across all platforms	☐	
8. Ensure the same service names are used across all platforms (AI gets confused by inconsistent naming)	☐	
9. Images – Make sure all images has a descriptive Alternative tag	☐	
10. Internal Linking - Ensure every service page links or has: FAQs, Reviews, Case studies, Glossary terms	☐	
11. Clarify region/geographic markets served	☐	

Use Schema Markup (Critical for AI Search)

Action	Done	Comments
1. Add FAQ schema to your FAQ sections (For WordPress, recommend using FAQ Magic plugin)	☐	
2. Conversational FAQ Answers - Short, add first-person clarity: "We help X do Y by," Create "best for," "Not ideal for," "ideal customer" sections	☐	
3. Add Service schema for each service page	☐	
4. Add Products schema for each product page	☐	
5. Add Organisation schema - Include Name, logo, URL, social profiles, contact details, Areas served	☐	
6. Add HowTo schema for instructional content where relevant	☐	
7. Add Review schema If you have testimonials or ratings	☐	
8. Add Offer schema with pricing details	☐	

Create AI-Readable Content

AI search engines prioritise answer-based content.

Action	Done	Comments
1. Create pages that answer specific questions Not just describe services, e.g. “Is X right for me?,” “How does X work?”)	☐	
2. Use headings shaped like questions	☐	
3. Provide short, direct answers before giving detail	☐	
4. Avoid jargon unless necessary	☐	
5. Benchmarks - step-by-step explanations	☐	
6. Benchmarks – Pros / cons section	☐	
7. Benchmarks - Risks / common mistakes sections	☐	
8. Benchmarks – Alternatives sections	☐	
9. Benchmarks - cost breakdowns If applicable	☐	
10. Who this is NOT for Models love this clarity	☐	
11. AI Citation-Ready Snippets - Add “Definition:” blocks for key terms	☐	

12.

AI Citation-Ready Snippets - Add summary boxes at top of pages: “Key points:”
13.

AI Citation-Ready Snippets - Add tables comparing your services, plans, or solutions - (AI extracts these easily)
14.

Ensure content is easy for AI to summarise

☐	
☐	
☐	

Citations and Independent Validation

Action	Done	Comments
1. Add structured “About us” blurbs to platforms like: Crunchbase, Product Hunt, BuiltWith and Industry directories	☐	
2. Get listed on “alternatives to...” websites if appropriate Perplexity uses these heavily	☐	
3. Earn editorial mentions in news or industry sites	☐	

Strengthen Brand Signals Across the Web/ Social Proof/ Training of LLMs

Action	Done	Comments
1. Ensure consistent NAP (Name, Address, Phone) across the internet	☐	
2. Maintain complete profiles on Google Business Profile, LinkedIn (especially company page), and Industry directories	☐	
3. Publish thought leadership articles where possible AI often uses these	☐	
4. Acquire credible backlinks (Quality over quantity) - Reddit currently important for Google	☐	
5. Acquire credible mentions Even without backlinks – AI reads these, Reddit again important	☐	
6. Answer industry questions on Reddit and Quora with links	☐	
7. Post expert answers on Reddit and Quora Perplexity uses both heavily	☐	
8. Make sure LinkedIn posts include factual summaries of your services	☐	
9. Get quoted in articles HARO / Connectively for example	☐	
10. Create a downloadable PDF “What we do” AI crawls public PDFs	☐	
11. Publish press releases using consistent language	☐	
12. Add short, punchy one-paragraph summaries to YouTube video descriptions - AI scrapes YouTube	☐	

13.	Add YouTube transcripts and chapters	☐	
14.	If you are Podcasting - Publish podcast transcripts	☐	
15.	Create a Wikipedia-style “About us” page on your own website	☐	
16.	Publish short “research-like” explainer pages	☐	
17.	Add semantic associations: related tools, topics, technologies	☐	

Get Great Reviews (Very Important for Trust and Authority)

Action	Done	Comments
1. Top priority - Google Business Profile, Trustpilot, G2 (for SaaS), Capterra (if applicable), Facebook reviews, Yelp (if relevant)	☐	
2. Secondary - LinkedIn recommendations, Industry-specific directories, Testimonials on your own site (with schema)	☐	
3. Get reviewers to include: What problem they had, why they chose you, what you delivered, outcomes, features or services	☐	
4. Place Reviews Where AI Can Crawl Them - Ensure reviews are available in plain text on your site, not screenshots	☐	
5. Consistent Review Activity - AI detects recency, frequency, diversity of reviewers, consistency across platforms	☐	
6. Respond to Reviews Publicly - Models also evaluate: Tone of your responses, professionalism, how you manage criticism	☐	

Publish “AI-Friendly” Assets

AI search engines love structured, evergreen content

Action	Done	Comments
1. Do you have Glossaries - authoritative info	☐	
2. Do you have Step-By-Step guides - authoritative info	☐	
3. Do you have Pricing breakdowns - authoritative info	☐	
4. Do you have Case studies with clear outcomes - authoritative info	☐	
5. Do you have Lists Top 10 considerations...”, “5 ways to...”...	☐	

Make Sure Your Brand Information Is Easy to Get/Fetch

Action	Done	Comments
1. Ensure your brand and service descriptions appear in plain text, not only inside PDFs or images	☐	
2. Add alt text to images that mention your service or product	☐	
3. Keep important info above the fold	☐	

Earn Trust Signals - EEAT

Action	Done	Comments
1. Publish real testimonials	☐	
2. Highlight awards, certifications, years in business	☐	
3. Publish real case studies / used cases	☐	
4. Provide team bios with expertise	☐	
5. List clients or sectors served	☐	
6. Explicit “proof of expertise” sections on your homepage and service pages.	☐	
7. Add author biographies with credentials to blog articles Gemini ranks this highly	☐	
8. Add timestamps to content AI prefers recent	☐	

Make the LLM's Aware of Your Brand

Action	Done	Comments
1. Ensure your brand name and services appear in publicly accessible pages, not behind logins	☐	
2. Mention your brand in guest posts, press, podcasts, and articles - (AI picks these up)	☐	
3. Publish short “About” summaries that are easy for AI to quote - remember elevator pitches	☐	

Pages That Can Be Powerful

Action	Done	Comments
1. Create a “What does [Your Brand] do?” page - Title it that. AI search models LOVE ultra-literal question/answer pages	☐	
2. Add a “Why choose us?” page AI often summarises these verbatim when recommending services	☐	
3. Add a “Facts Page” - Name, tagline, services, pricing model, target customers, location, year founded	☐	

Technical SEO - Maintain a Clean, Crawlable Site

Action	Done	Comments
1. Fast loading	☐	
2. Mobile optimised	☐	
3. No blocking important pages with robots.txt	☐	
4. XML sitemap present and submitted	☐	