

Northeast Kingdom Online

AI Search Optimization Checklist for Small Businesses

A practical checklist to help your business get found in ChatGPT, Google AI Overviews, Gemini, Perplexity, and other AI-powered search platforms.

Why This Matters

More customers are asking AI tools for recommendations instead of browsing search results. If your website isn't optimized for AI search, your competitors may be recommended before you.

Website Foundation Checklist

- 1 ■ Website loads quickly on mobile and desktop
- 2 ■ Contact information is easy to find
- 3 ■ Service pages clearly explain what you do
- 4 ■ Business hours are current
- 5 ■ Service areas and locations are listed
- 6 ■ SSL certificate (HTTPS) is enabled

Content & Authority Checklist

- 1 ■ Publish helpful blog articles
- 2 ■ Answer common customer questions
- 3 ■ Create an FAQ page
- 4 ■ Showcase customer testimonials
- 5 ■ Publish case studies or success stories
- 6 ■ Demonstrate expertise in your industry

Local SEO & AI Search Checklist

- 1 ■ Claim and optimize your Google Business Profile
- 2 ■ Include town, city, county, and state names on your website
- 3 ■ Ensure business information is consistent everywhere online
- 4 ■ Collect and respond to customer reviews
- 5 ■ List your business in reputable directories
- 6 ■ Highlight local projects and community involvement

AI Search Readiness Score

0-10 checks completed: Significant opportunity for improvement
11-15 checks completed: Good foundation in place
16-18 checks completed: Strong AI Search Optimization strategy

The Bottom Line

AI Search Optimization combines SEO, AEO, and GEO best practices to help businesses become trusted sources that both customers and AI systems recommend.

Need Help?

Northeast Kingdom Online helps businesses improve visibility through website design, SEO, local search, and AI Search Optimization.