



■ AI Search Readiness Checklist

Ensure your website is optimized for visibility and credibility in AI-driven search results (ChatGPT, Google AI Overviews, Perplexity, Gemini, etc.)

1. Structured Content Formats (for AI Readability)

- ■ Use clear section headings (H2/H3) with descriptive, keyword-rich titles
- ■ Break long paragraphs into concise, skimmable segments
- ■ Include FAQs formatted with h3 or strong for question headings
- ■ Add lists and tables for data presentation — AI prefers structured content
- ■ Provide summaries or TL;DR sections at the end of long articles
- ■ Use consistent terminology (avoid mixing product/service names)
- ■ Ensure metadata (titles, descriptions, OG tags) reflect page intent clearly
- ■ Optimize image alt text to reinforce topic relevance
- ■ Include internal links using natural anchor text (AI reads context around links)

2. Digital PR & Brand Authority Actions

- ■ Secure high-quality backlinks from relevant, reputable websites
- ■ Publish expert quotes or thought-leadership articles on industry blogs
- ■ Build Google Entity associations — mention your brand alongside known entities
- ■ Claim and optimize Google Business Profile (consistent name, address, phone, hours)
- ■ Encourage reviews and mentions on platforms AI references (Google, Yelp, LinkedIn, etc.)
- ■ Keep brand info consistent across all directories and profiles (NAP consistency)
- ■ Leverage social media press announcements to create data trails AI can verify
- ■ Submit to trusted newswires or niche publications for authority signals

3. Technical Essentials

- ■ Implement IndexNow for faster page discovery and updates
- ■ Validate schema markup for your core entities (Organization, LocalBusiness, Product/Service, Article/FAQ/Review)
- ■ Check robots.txt and sitemap.xml for crawl accessibility
- ■ Use canonical URLs and proper redirects to prevent content duplication

- ■ Ensure HTTPS security and mobile responsiveness
- ■ Optimize Core Web Vitals (LCP, CLS, FID) — AI favors fast, user-friendly pages
- ■ Add structured data for authorship and credibility (e.g., Person schema)
- ■ Include content update timestamps (AI prefers freshness signals)

4. AI-Readiness Confirmation

- ■ Search your brand and main keywords on ChatGPT, Perplexity, and Gemini — note how your brand is referenced
- ■ Test Google AI Overviews visibility for target search phrases
- ■ Verify your entity appears in Google's Knowledge Graph / panels if applicable
- ■ Run a structured data test (Google Rich Results & Schema.org validators)
- ■ Audit your content tone and structure — does it read conversationally and answer 'how/why' questions?
- ■ Confirm key business facts (address, founder, products, etc.) are clearly stated in text, not just images
- ■ Check AI citation sources — make sure your brand appears on authoritative references AI can trust
- ■ Final review: Does your site demonstrate E-E-A-T (Experience, Expertise, Authority, Trust)?

WebStoreSEO — AI-driven SEO & Digital Growth.

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