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AI Overviews Optimization Checklist

Be where the AI pulls from—even if you're not #1 on Google Search.

This AI Citation Blueprint is your website's gateway to get picked by ChatGPT, Perplexity &Gemini

Notes

A	Content Format & Structure	
1	Use Q&A-style subheadings: mimic user prompts directly	
2	Add definition boxes, "TL;DR" summaries, and FAQs	
3	Structure with short paragraphs, scannable lists, and clear H2/H3 hierarchy	
4	Answer the main query in the first 100 words	
5	Use semantic variants and related questions in headers and subheaders	
6	Include pros/cons, comparisons, or use cases—AI engines love structure	
7	Write a summary paragraph at the end of each section for LLM clarity	

B	Technical SEO Enhancements	
8	Add schema markup (Article, FAQ, HowTo, Breadcrumb, Speakable if applicable)	
9	Use named anchors / jump links for each section (great for citations)	
10	Monitor crawl-to-index latency with server logs or tools like JetOctopus	
11	Ensure blazing-fast load time, especially on mobile	
12	Ensure no indexation blockers (check robots.txt, meta tags, internal links)	
13	Add canonical tags (esp. for syndicated or repurposed content)	

C	Authority & Trust Signals	
14	Add author bios with credentials, awards, or publications	
15	Link out to trusted, relevant, non-competitive sources	
16	Reference brands, studies, tools that frequently appear in AI answers	
17	Use primary data or original insights (if possible)	
18	Include expert quotes or internal expert commentary	
19	Use real-world examples and applications of what you're explaining	
20	Regularly update and timestamp content to signal freshness	

D	AI Visibility Positioning	
21	Build hub-and-spoke content clusters for topical authority	
22	Optimize for multi-word, natural language queries	
23	Target "comparison", "how-to", "vs", and "best" intent queries	
24	Use prompt testing weekly in ChatGPT, Perplexity, Gemini, Claude	
25	Track citations manually with AI prompt logs or scrape tools	
26	Monitor traffic from zero-click search engines (Perplexity, Brave, etc.)	

E	AI Prompt Engineering for Visibility Testing	
	Test prompts like:	
27	"Can you recommend resources for [topic]?"	
28	"What is the best tool for [your topic]?"	
29	"What do experts say about [topic]?"	
30	Check where your domain is mentioned (if at all)	
31	If you're not cited—reverse-engineer who is and analyze their content	

F	Credibility Anchors	
32	Include a "Why trust us" section on key pages	
33	Add trust signals: client logos, certifications, testimonials	
34	Mention media features, podcast interviews, or awards	
35	Use first-person expertise: "We've tested 12 tools…" or "Based on our data…"	

G	Repurposing & AI-Favored Formats	
	Turn core content into:	
36	Video summaries (YouTube = LLM citation gold)	
37	LinkedIn or Reddit expert threads	
38	Custom datasets or downloadable tools (e.g., calculators)	
39	Embed transcripts, summaries, and alt text for every visual or embed	
40	Use well-labeled headings and descriptive file names for images	

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