COBANNER.

cobanner.com · hello@cobanner.com

AI Search Optimization Checklist

Make your pages easy for search engines and AI assistants to find, understand and cite.

Access

- [ ] robots.txt does not block important pages
- [ ] Key content is real text, not only images
- [ ] Pages load fast over HTTPS
- [ ] Sitemap submitted, crawl errors fixed
- [ ] Optional: llms.txt summary file added

Answer first

- [ ] Each guide opens with a short direct answer
- [ ] Headings are written as real questions
- [ ] Paragraphs are short
- [ ] Tables or lists for steps and comparisons
- [ ] FAQ with questions customers actually ask

Structure

- [ ] One H1 and a logical H2 and H3 order
- [ ] Unique title and meta description
- [ ] FAQ, Article, Organization or LocalBusiness schema where it fits
- [ ] Schema matches visible content
- [ ] Internal links between related pages

Trust

- [ ] Author name and short bio
- [ ] Real About page and contact details
- [ ] Dates and last-updated notes
- [ ] Sources for statistics and claims
- [ ] Original examples and case studies

Consistency

- [ ] Same name, address and phone everywhere
- [ ] Google Business Profile up to date
- [ ] Social profiles link back to the site
- [ ] Same service descriptions across sites

Authority

- [ ] Mentions and links from relevant sites
- [ ] Reviews and testimonials you can verify
- [ ] Topic clusters instead of thin single pages
- [ ] Content reviewed for accuracy

Measure

- [ ] Search Console checked monthly
- [ ] Referral traffic from AI tools noted
- [ ] Ask new customers how they found you
- [ ] Test your key questions in several assistants

There are no guarantees of citations. These steps also improve classic SEO. Need help with page structure or content? Contact hello@cobanner.com.