

Essential AEO Checklist

1. Intent & Keyword Research

- ☐ Are you researching the specific questions your audience is asking?
- ☐ Are you targeting long-tail keywords that sound like a real person asking a question?
- ☐ Is the primary intent of your target query informational?

2. Content Structure & Formatting

- ☐ Do you provide a clear, concise, and direct answer to the main question **at the very beginning** of your content?
- ☐ Have you structured your content in a logical question-and-answer format, using the target question as a heading (H2, H3)?
- ☐ Are you using formats that are easy for Google to "lift" for a snippet? (**bulleted lists** for "what are" or "best of" queries, **numbered lists** for "how-to" or step-by-step queries, or **tables** for comparisons or data)
- ☐ Do your subheadings (H2s, H3s) break up the content logically and reflect follow-up questions?

3. On-Page & Technical Optimization

- ☐ Have you added relevant structured data to your page?
- ☐ Does your content clearly demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness?
- ☐ Is your content written in simple, natural language that is easy for both a person and an AI to understand?
- ☐ Is your page fully optimized for mobile devices, ensuring it loads fast and is easy to read?

4. Content Strategy

- [] Have you considered creating dedicated, comprehensive FAQ pages that group related questions about a topic, product, or service?
- [] Are you reviewing your high-performing "almost-snippet" content to see if it can be reformatted to win the answer box?
- [] Are your images, videos, and infographics optimized with clear titles, descriptions, and alt text that could also be pulled as an answer?

For hands-on tips on this checklist, [Click Here](#)