

# SEO for AI Readiness: A Basic Checklist for Brands

This checklist outlines key areas to focus your SEO efforts, ensuring you increase the likelihood of being featured by AI in search results.

**JBH**  
**AI MODE**  
**READY**

## 1. Content Quality & Relevance

### Expand Topic Coverage

- ☐ Cover all core services, use cases and edge scenarios in your industry.
- ☐ Add deep-dive sections on advanced tactics or niche offerings.

### Align with User Intent

- ☐ Map each page to specific user questions or goals.
- ☐ Use semantically relevant language in headings and body copy.

### Incorporate Long-Tail Keywords

- ☐ Research 5–10 long-tail queries per page.
- ☐ Naturally weave them into subheadings, FAQs, and CTAs.

### Keep Content Fresh

- ☐ Publish a new blog post or case study at least monthly.
- ☐ Date-stamp and clearly highlight “2025” or the current year where relevant.

### Use an NLP Tone

- ☐ Write for natural language, both for humans and for processing.
- ☐ Create sentences that are easy for machines to parse and understand - machines dislike ambiguity, so stay focused on the topic related to the page.

## 2. Authority & Trustworthiness

### Highlight Affiliations & Partnerships

- ☐ Display logos of industry bodies, certifications, or partner brands.
- ☐ Link out to partner sites or credential issuers.

### Complete Legal Compliance

- ☐ Ensure Privacy Policy, Terms of Service, and Cookie Notice are present.
- ☐ Link to them in the footer.

### Showcase Team & Timeline

- ☐ Add a “Meet the Team” section with headshots + bios.
- ☐ Include founding date, milestones, and awards.

### Leverage Social Proof

- ☐ Embed client testimonials and star ratings prominently.
- ☐ Integrate live social feeds or recent review snippets

### Maintain Up-to-Date Company Info

- ☐ Update “About” page quarterly.
- ☐ Announce new hires, awards, or partnerships.

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## 3. Technical SEO & Page Structure

### Optimise Headings & Meta

- ☐ Use a clear H1 > H2 hierarchy.
- ☐ Write unique, semantically relevant meta titles (≤60 chars) and descriptions (≤160 chars).

### Audit & Reinforce Internal Links

- ☐ Link to your important pages from other content.
- ☐ Use descriptive words around the link that are semantically relevant to the target phrases.

### Improve Image Accessibility

- ☐ Add descriptive, keyword-focused alt text for every image.
- ☐ Use proper file names (e.g., “digital-PR-case-study.png”).

### Enhance Readability

- ☐ Break text into short paragraphs, bullet lists, and tables.
- ☐ Use “jump links” for long pages (e.g., FAQ anchors).

### Validate Crawlability

- ☐ Confirm robots.txt and XML sitemap inclusion.
- ☐ Run weekly site crawls and audits or set up alerts.

## 4. Engagement & Conversion

### Strengthen Calls-to-Action

- ☐ Test at least three CTA variations for wording and design.
- ☐ Use action verbs (“Get my audit,” “Schedule a demo”)

### Add Rich Media & Expand FAQs

- ☐ Embed at least one image or video per service page.
- ☐ Create short explainer animations or customer-story videos.
- ☐ List common questions with succinct answers.

### Promote Contact Channels

- ☐ Place phone, email, and social icons in the header and footer.
- ☐ Provide office locations and addresses and give directions to the office.

### Use Structured Content Blocks

- ☐ Leverage accordions, tabs, or cards for skimmable info.
- ☐ Highlight key stats in graphic callouts.