

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.



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.