1. Technical SEO Checklist

✅ Meta titles and descriptions on every page

✅ Canonical URLs

✅ Open Graph + Twitter Cards

✅ Robots.txt and sitemap.xml

✅ Proper heading hierarchy

✅ JSON-LD Schema Markup: Organization, Breadcrumbs, etc.

🔹 2. Mobile Optimization (Google Core Web Vitals)

✅ Responsive design (Bootstrap)

✅ No horizontal scrolling

✅ Accessible font sizes and button tap areas

✅ Lazy-loaded and optimized media

🛠 Action: Google Mobile-Friendly Test

🔹 3. Performance & Speed

✅ Compressed images (SVG/WebP)

✅ Minified CSS/JS

✅ Lazy loading for YouTube/videos

✅ CDN-hosted resources

🛠 Action: PageSpeed Insights

🔹 4. Accessibility

✅ alt tags

✅ ARIA roles

✅ Contrast + readability

✅ Keyboard nav

🛠 Action: WAVE, Lighthouse Audit

🔹 5. Indexing & Analytics

✅ Submit sitemap.xml to Google Search Console

✅ Create robots.txt

✅ Add Google Analytics 4

✅ Include Bing Webmaster Tools (AI search bots scrape this too)

🔹 6. Structured Data for Industry & AI

✅ @type: FinancialProduct (for the calculator & payout pages)

✅ @type: FAQPage (for each FAQ block)

✅ @type: BlogPosting (for all articles)

✅ @type: LocalBusiness (if you serve a geographic region)

🛠 Tool: Schema Markup Generator

🔹 7. 📘 AI Search Optimization (New Layer)

Prepare your content for ChatGPT, Bing Copilot, Perplexity, and other AI bots.

✅ Plain-language answers on pages (FAQs, blogs, headings)

Use natural phrasing like: “How long does the court approval take?”

✅ AI-scrapable headers and paragraphs

Short, declarative sentences

Lists, steps, bullets = highly readable

✅ First-party authoritative voice

Use “At SmarterPayouts, we…” to build entity credibility

✅ Embed structured product/service answers

Great for direct answers via AI models

✅ Include updated sitemap & RSS feeds

Perplexity, Neeva, and others crawl them for indexing

✅ Ensure FAQ schema is clean

Many bots pull directly from FAQPage JSON-LD

✅ Answer "People Also Ask"-style questions

Use long-tail questions as headings in blog/FAQ content

✅ Add Open Graph & Twitter preview images

AI previews often display these when linking

🔹 8. Optional but Strategic

✅ Add a manifest.json for PWA compliance

✅ Add basic service-worker.js for offline-first (if going advanced)

✅ Add cookie banner / consent for compliance

✅ Use UTM parameters in CTAs for tracking effectiveness across channels

🔚 Summary: You're Not Just Optimized for Google. You're Optimized for the Future.

✅ Googlebot and Bingbot will index your technical structure

✅ AI bots (ChatGPT, Bing, Claude, Perplexity) will find and rephrase your content

✅ Mobile users will get a fast, readable experience

✅ Legal and financial users will get answers fast

✅ You’re ready for next-gen SEO and AI discoverability