AEO Optimization Checklist

Answer Engine Optimization (AEO) Complete Checklist

Use this checklist to ensure your content is optimized for AI-powered answer engines like Google AI Overviews, Perplexity, ChatGPT, and voice assistants.

Content Structure

Question-Answer Format

- ☐ Content answers specific questions directly
- ☐ Questions are clearly stated (H2/H3 headings)
- ☐ Answers are concise and comprehensive (40-60 words for snippets)
- ☐ FAQ sections are included where relevant
- ☐ How-to content uses step-by-step format

Content Hierarchy

- ☐ Clear H1 heading for main topic
- ☐ H2 headings for main sections
- ☐ H3 headings for subsections
- ☐ Logical content flow and organization
- ☐ Easy-to-scan structure

Direct Answers

- ☐ Questions are answered directly, not just hinted at
- ☐ Answers include facts, data, and examples
- ☐ Key information is in the first paragraph
- ☐ Definitions are clear and concise
- ☐ Context is provided for all information

Schema Markup

FAQ Schema

- ☐ FAQ schema implemented for question-answer content
- ☐ Questions are properly marked up
- ☐ Answers are properly marked up
- ☐ Schema validates without errors

Article Schema

- ☐ Article schema implemented for blog posts
- ☐ Author information included

- ☐ Publication date included
- ☐ Article type specified

HowTo Schema

- ☐ HowTo schema for instructional content
- ☐ Steps are properly marked up
- ☐ Estimated time included (if applicable)
- ☐ Tools/materials listed (if applicable)

QAPage Schema

- ☐ QAPage schema for Q&A pages
- ☐ Questions and answers properly structured
- ☐ Author/accepted answer marked up

Voice Search Optimization

Conversational Keywords

- ☐ Natural language questions included
- ☐ "How," "What," "Why," "When" questions targeted
- ☐ Long-tail conversational queries optimized
- ☐ Local search terms included (if applicable)

Featured Snippet Optimization

- ☐ Content formatted for featured snippets
- ☐ Paragraph snippets (40-60 words)
- ☐ List snippets (numbered or bulleted)
- ☐ Table snippets for comparisons
- ☐ Direct answers in first paragraph

Local SEO (if applicable)

- ☐ Google Business Profile optimized
- ☐ NAP (Name, Address, Phone) consistency
- ☐ Local keywords included
- ☐ Location-specific content

Technical Optimization

Page Speed

- ☐ Page load time under 2 seconds
- ☐ Images optimized and compressed
- ☐ JavaScript minimized
- ☐ Caching implemented

- ☐ Core Web Vitals optimized

Mobile Optimization

- ☐ Responsive design implemented
- ☐ Mobile-friendly layout
- ☐ Fast mobile load times
- ☐ Touch-friendly navigation
- ☐ Readable text (16px minimum)

Accessibility

- ☐ Clear heading structure
- ☐ Alt text for all images
- ☐ Descriptive link text
- ☐ Proper semantic HTML
- ☐ Keyboard navigation support

E-E-A-T Signals

Experience

- ☐ Real-world examples included
- ☐ Case studies provided
- ☐ Practical applications shown
- ☐ User testimonials (if applicable)

Expertise

- ☐ Author credentials displayed
- ☐ Expert knowledge demonstrated
- ☐ Industry-specific terminology used correctly
- ☐ Professional tone maintained

Authoritativeness

- ☐ Cited authoritative sources
- ☐ Linked to reputable websites
- ☐ Referenced industry standards
- ☐ Included data and statistics

Trustworthiness

- ☐ Accurate, fact-checked information
- ☐ Clear contact information
- ☐ Privacy policy accessible
- ☐ Secure HTTPS connection
- ☐ Transparent about sources

Content Quality

Comprehensive Coverage

- ☐ Topic covered thoroughly
- ☐ Multiple perspectives included
- ☐ Related topics addressed
- ☐ Complete information provided

Fact-Based Content

- ☐ Facts are accurate and current
- ☐ Data and statistics included
- ☐ Sources cited
- ☐ Claims are supported

Clear Language

- ☐ Plain, clear language used
- ☐ Technical terms defined
- ☐ Jargon minimized
- ☐ Easy to understand

Monitoring & Measurement

Tracking Setup

- ☐ Google Search Console configured
- ☐ Analytics tracking implemented
- ☐ Featured snippet tracking set up
- ☐ Citation monitoring in place

Performance Monitoring

- ☐ Regular performance reviews scheduled
- ☐ Featured snippet appearances tracked
- ☐ AI answer citations monitored
- ☐ Voice search visibility checked
- ☐ Competitor analysis conducted

Quick Wins

Immediate Actions

- ☐ Add FAQ section to key pages
- ☐ Implement FAQ schema markup
- ☐ Create question-answer format content
- ☐ Optimize for featured snippets

- ☐ Add voice search keywords

Ongoing Optimization

- ☐ Update content regularly
- ☐ Monitor AI answer appearances
- ☐ Refine based on performance data
- ☐ Expand successful content
- ☐ Stay current with AEO trends

Resources

- [InfraDev AEO Services](#)
- [AEO Blog Posts](#)
- [Contact Us](#)

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