

AI Optimization Checklist:

At E&A, we know every business is unique, but there's one thing all businesses need now more than ever: an authoritative, well-structured website that's easily discoverable, understandable, and trusted across both traditional search engines and AI platforms, plus *much more!*

This checklist outlines the fundamentals needed to improve your digital presence in today's everchanging digital landscape. Whether you're just beginning your AI optimization journey or refining your current SEO strategy, this optimization checklist will help position your brand for long-term search growth.

PRIORITIZE USER- FOCUSED CONTENT:

Create content that provides value to end-users and answers the questions your target market is searching for. *AI platforms prioritize content that demonstrates expertise while directly addressing user intent.*

- ☐ Keep content up-to-date with new content and/or regular improvements.
- ☐ Eliminate duplicate, outdated, or thin content.
- ☐ Incorporate FAQs that address common customer concerns.
- ☐ Maintain a consistent brand voice across all content.
- ☐ Answer the questions your customers ask.
- ☐ Write for people first, search engines second.
- ☐ Demonstrate real expertise and industry experience by showcasing customer reviews, testimonials, etc.

ESTABLISH CONTENT CLUSTERS:

Organize content so AI understands your expertise— *versus just pulling from individual pages*. Create comprehensive content for your business, developing interconnected resources around top offerings to help promote your business as a trusted authority in your industry.

- ☐ Create comprehensive pillar pages around core services or topics.
- ☐ Develop supporting blogs, guides, FAQs, videos, and case studies.
- ☐ Link supporting content back to the primary pillar page.
- ☐ Cover topics from beginner through advanced levels.
- ☐ Fill content gaps your competitors have overlooked.
- ☐ Expand existing articles before creating duplicate topics.
- ☐ Demonstrate depth, consistency, and expertise across every subject.

ON-SITE STRUCTURE & OPTIMIZATION:

Establish a content layout that's easily accessible to both users and AI systems for understanding, navigation, and reference.

- ☐ Use logical navigation and intuitive site architecture.
- ☐ Create descriptive page titles and headings (H1-H3).
- ☐ Write concise meta titles and descriptions.
- ☐ Organize content with short sections and scannable formatting.
- ☐ Add internal links that naturally connect related content.
- ☐ Use descriptive anchor text instead of generic phrases.
- ☐ Include clear calls-to-action throughout your website.
- ☐ Ensure important pages are easily accessible within a few clicks.

ProTip: Maintain a healthy balance between written content, bullet points, visuals, and structured elements.

DEVELOP BRAND LOYALTY:

Build the credibility AI systems look for before recommending your business. AI increasingly favors businesses that consistently demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness.

- ☐ Clearly identify authors or subject matter experts.
- ☐ Keep About, Contact, and service information current.
- ☐ Showcase testimonials, reviews, and success stories.
- ☐ Include certifications, awards, and professional affiliations.
- ☐ Cite reputable sources when appropriate.
- ☐ Keep business information consistent across all platforms.
- ☐ Publish original insights rather than repeating competitor content.
- ☐ Demonstrate transparency throughout your website.

ENHANCE BRAND ENTITY:

Help AI understand exactly who your business is and what you specialize in. AI increasingly recognizes businesses through entities rather than keywords alone. Consistent branding helps strengthen recognition across search experiences.

- ☐ Maintain consistent business name, address, and contact information.
- ☐ Clearly define your products, services, and specialties.
- ☐ Strengthen branded search presence across multiple platforms.
- ☐ Keep social profiles active and aligned.
- ☐ Earn mentions from reputable industry websites.
- ☐ Build consistent messaging across all marketing channels.
- ☐ Reinforce your unique expertise and value proposition.

MAXIMIZE USER EXPERIENCE

Every great user experience leads to stronger engagement, which in turn produces stronger AI signals. Positive user interactions on your site can make all the difference—reflecting good quality content and overall website usefulness.

- ☐ Reduce unnecessary pop-ups and distractions.
- ☐ Ensure fast navigation between pages.
- ☐ Make contact information easy to find.
- ☐ Optimize forms for simplicity.
- ☐ Include visuals that support the content.
- ☐ Improve accessibility for all users.
- ☐ Monitor bounce rate, engagement time, and conversions.
- ☐ Improve readability and page design.

Pro Tip: Maintain a healthy balance between written content, bullet points, visuals, and structured elements.



TECHNICAL FRAMEWORK:

Even outstanding content can struggle if technical issues limit discoverability. That's why it's essential for every website to have a strong technical foundation to ensure both traditional search engines and AI platforms can access and understand exactly what the business is about and what services you have to offer.

- Set up structured data (Schema Markup)
- Optimize images with descriptive titles and alt text.
- Remove duplicate pages and unnecessary redirects.
- Maintain clean, descriptive URLs.
- Monitor indexing to ensure important pages appear in search.
- Optimize Core Web Vitals and page speed.
- Ensure mobile responsiveness across all devices.
- Secure your website with HTTPS.
- Fix crawl errors and broken links.
- Submit XML sitemaps regularly to search engines. (via Search Console)

QUARTERLY CHECKS:

AI optimization isn't a one-time project—it requires ongoing refinement. That's why it's essential to conduct regular reviews and ongoing site work to help ensure your website continues to align with evolving search behavior and emerging AI technologies.

- Audit site performance through Search Console on a quarterly basis.
- Evaluate competitor content and identify areas of opportunity and content gap analysis.
- Monitor AI-generated search visibility and branded mentions/citations.
- Review analytics, conversions, and engagement metrics and apply data to help improve marketing initiatives.
- Adjust your content strategy based on performance insights.
- Review content performance and update underperforming pages regularly.
- Refresh outdated statistics, examples, and information.
- Evaluate keyword trends with the right tools.
- Identify new customer questions to answer.
- Continuously evaluate technical health and fix new issues that arise.
- Add internal linking and additional page opportunities.

ProTip: *A quick monthly check-in can help you spot trends, identify issues early, and keep your website performing at its best.*

Need help evaluating your AI readiness? A professional AI Optimization Audit can uncover content gaps, technical issues, and opportunities to help strengthen your visibility across today's evolving search landscape, ensuring your business has a clear roadmap for sustainable, long-term success.

