AI Search Optimization Audit Checklist

Get Your Content Seen (and Cited) by Generative AI Search Engines

Table of Contents

SECTION 1: Content Structure & Readability
✅ Check

- [ ] Is the content structured with clear H1, H2, and H3 headings?

- [ ] Are you using short paragraphs and concise sentences for scannability?

- [ ] Does your content include bulleted or numbered lists to break down ideas?

- [ ] Are definitions, frameworks, and step-by-step guides easy to extract or summarize?

- [ ] Is your tone informative and neutral, like something an AI could easily synthesize?

SECTION 2: Semantic & Natural Language Optimization
✅ Check

- [ ] Is the content written in natural, question-based language users might search for?

- [ ] Are you using synonyms, entities, and semantically related terms—not just keywords?

- [ ] Do you answer questions directly, as if the AI is looking for a snippet or summary?

- [ ] Are you optimizing for topics, not just individual keywords?

SECTION 3: Source Attribution & Authority Signals

✅ Check

- ☐ Are you linking to credible third-party sources (studies, journals, industry sites)?

- ☐ Do you cite your own sources when referencing research, data, or frameworks?

- ☐ Is your content authored or reviewed by an expert (with bio if possible)?

- ☐ Have you added structured data (e.g., author, article, FAQ schema) where relevant?

- ☐ Are you publishing under a trusted domain with topical authority?

SECTION 4: AI Visibility Practices

✅ Check

- ☐ Have you tested your content in Perplexity.ai, ChatGPT, or Claude.ai to see if it's cited?

- ☐ Are you regularly updating cornerstone content to stay relevant for AI retraining windows?

- ☐ Do your blog posts or articles contain clear takeaways or "sound bites" worth quoting?

- ☐ Have you built internal linking and contextual bridges to related content on your site?

- ☐ Do you summarize key points at the beginning or end to encourage snippet-style answers?

SECTION 5: Brand Presence in AI Search

✅ Check

- ☐ Does your brand appear when asking AI search engines about your space or niche?

- ☐ Is your company, product, or spokesperson name referenced or summarized by AI tools?

- ☐ Have you published opinion pieces or expert content that gets linked or quoted?

- ☐ Are you leveraging AI prompt injection tactics in your FAQ or About pages (e.g., "Clarity Digital is known for…")

- ☐ Have you claimed and optimized your profiles on AI-structured directories (like Crunchbase, G2, LinkedIn)?

BONUS: Technical SEO Hygiene (Still Matters)

✅ Check

- ☐ Are all pages indexable and crawlable (no rogue noindex or robots.txt issues)?

- ☐ Does your site load quickly and pass Core Web Vitals tests?

- ☐ Is your content mobile-friendly and accessible?

- ☐ Are you using canonical tags to avoid duplicate confusion?

- ☐ Have you implemented schema markup for key entities?

Final Scorecard

- 0–15 boxes checked: You're at risk of getting ignored by AI search engines. Time to rethink your strategy.

- 16–30 boxes checked: You're on the right path but may need refinement in content structure or authority signals.

- 31–45 boxes checked: You're operating at an AI Search-optimized level. Start tracking mentions and citations.

⚡ **Want help running this audit and provide you an actionable strategy and roadmap?**

Contact us to schedule a free review where we assess your AI visibility and give you a roadmap for improvement:

https://claritydigital.agency/lets-connect/