

# AI Content QA Checklist (Humanization + Fact Check)



AI can speed up content creation, but publishing raw AI output is risky. Search engines reward helpful, trustworthy content, and readers can spot robotic writing a mile away. Use this checklist to make sure your AI-assisted content is accurate, and ready for SEO.

## Humanization Checklist

- Voice & Tone:** Compare the draft against your brand style guide. Does the copy sound like your company's personality, or does it read like a generic article? Rewrite sections so they use your preferred voice, whether that's authoritative, friendly, or conversational.
- Flow & Readability:** Check if paragraphs and sections connect smoothly. If every sentence feels disconnected, add transitions, shorten long sentences, and mix in shorter bursts for variety. Good writing should feel like it is guiding the reader, not stacking sentences.
- Engagement:** Ask yourself if the content would keep a real reader's attention. Does it include examples, analogies, or small stories to illustrate a point? If not, layer those in to humanize the narrative and make the content memorable.
- Clarity:** Jargon-heavy copy signals AI or academic writing. Replace complex terms with plain language unless your audience truly needs technical depth. Imagine explaining it to a smart but non-expert colleague.
- Original Value:** AI tends to regurgitate "what's already out there." Strengthen content with your own data, client stories, expert quotes, or unique perspectives that only a human can provide.

**Pro Tip:** Read the draft aloud. If it feels stiff, confusing, or monotonous, it needs more human editing.

## Fact-Check Checklist

- Accuracy:** Never assume AI got it right. Check each claim, stat, or definition against at least one credible source. This is especially critical for YML (Your Money, Your Life) topics like finance or health.
- Citations:** Provide direct links to sources from authoritative sites (government, .edu, peer-reviewed research, or well-established industry publications). Avoid vague mentions like "experts say."
- Up-to-Date Info:** AI models may reference outdated information. Double-check product launch dates, policy changes, and algorithm updates to ensure your content is relevant in 2025.
- Numbers & Data:** Spot-check percentages, benchmarks, and ROI claims. If the draft says "SEO increases traffic by 300%," find and cite a legitimate study or remove it.

- Compliance:** Regulated industries need an extra pass. Make sure claims in healthcare, finance, or education content align with compliance standards and won't create legal risk.

 **Pro Tip:** Build a two-step fact-check workflow. First validate with Google searches, then have an in-house subject matter expert sign off.

## **SEO Alignment Checklist**

- Keyword Integration:** Ensure keywords appear naturally in titles, headers, and body copy. If they feel shoehorned in, rewrite them into context. Google rewards readability over keyword stuffing.
- Meta Tags & Headers:** Write unique title tags and meta descriptions tailored to the page, not generic AI-suggested placeholders. Make them compelling enough to earn clicks from SERPs.
- Internal Links:** Add links to related resources on your own site. This improves navigation, passes authority, and signals content hierarchy to search engines.
- E-E-A-T Signals:** Demonstrate Experience, Expertise, Authoritativeness, and Trustworthiness. Attribute content to a real author, highlight credentials, and include citations to external authorities where appropriate.

 **Pro Tip:** AI can draft a strong first version, but a human SEO pass is what makes content competitive in search.

## **AI Marker Checklist (Avoid the “Robot Look”)**

- Overuse of punctuation like long dashes, colons, or ellipses:** AI often leans on punctuation to connect ideas. If every sentence is chained with extra punctuation, vary structure and use shorter, cleaner sentences for readability.
- Repetitive sentence structures:** Watch for patterns like “X is important because...” repeated often. Mix up syntax, use rhetorical questions, and combine short and long sentences to create rhythm.
- Overly polished but vague phrases:** AI defaults to generic fillers like “in today's fast-paced world.” Replace with specific, concrete references (for example, “Since Google's 2025 core update, site speed has become critical”).
- Lists without depth:** AI often spits out bullets like “optimize your images.” Expand them with practical, actionable detail: “Compress images with WebP, add descriptive alt text, and lazy-load below-the-fold visuals.”

**Unnatural transitions:** Phrases like “Furthermore” or “In conclusion” can sound mechanical if overused. Swap in conversational connectors like “Here’s the catch,” or “The bottom line is...” to keep it human.

 **Pro Tip:** Scan for patterns that feel formulaic. If you can predict the next sentence before reading it, it is probably too AI-like.

## **Final Review**

**Ask yourself: Would I confidently put my name on this?**

 **If the answer is yes,** you’ve humanized, fact-checked, and optimized your AI content for both readers and search engines.

## **Let’s Take It Further**

- ✓ Optimized product pages = better visibility, more conversions, and stronger brand trust.
- ✓ Need help auditing or upgrading your product SEO? We do this every day at ScaledOn, and we’re here to help you stay ahead of the next update.

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