

AI & SEO Visibility Checklist



Why the Checklist Matters

- AI tools like ChatGPT, Google SGE & Bing Copilot are reshaping discovery.
- Users now rely on summaries, snippets, and voice search.
- You need more than traditional SEO.
- Let's make sure you're visible - everywhere.



Technical SEO	On-Page SEO	AI-Specific SEO
<input type="checkbox"/> SEO-friendly CMS	<input type="checkbox"/> Keyword-optimized titles & H1s	<input type="checkbox"/> FAQ schema added
<input type="checkbox"/> XML sitemap submitted	<input type="checkbox"/> Descriptive meta tags	<input type="checkbox"/> AI-friendly page summaries
<input type="checkbox"/> HTTPS & crawlable pages	<input type="checkbox"/> Internal linking strategy	<input type="checkbox"/> Conversational Q&A content
<input type="checkbox"/> Load time < 3s	<input type="checkbox"/> Alt text on images	<input type="checkbox"/> EET signals: authorship, expertise, trust
<input type="checkbox"/> Structured data for key content	<input type="checkbox"/> Featured snippet formatting	<input type="checkbox"/> Monitor AI visibility
<input type="checkbox"/> Fix broken links		
Content Strategy	Local SEO	Mobile Optimization
<input type="checkbox"/> Keyword-optimized titles & H1s	<input type="checkbox"/> Google Business Profile optimized	<input type="checkbox"/> Responsive design
<input type="checkbox"/> Descriptive meta tags	<input type="checkbox"/> NAP consistency	<input type="checkbox"/> Large, tappable buttons
<input type="checkbox"/> Internal linking strategy	<input type="checkbox"/> “Near me” keyword targeting	<input type="checkbox"/> Fast load time
<input type="checkbox"/> Alt text on images	<input type="checkbox"/> Directory & chamber listings	<input type="checkbox"/> Mobile-friendly CTAs
<input type="checkbox"/> Featured snippet formatting	<input type="checkbox"/> Google Maps embedded	
Conversion Optimization	Analytics & Tracking	
<input type="checkbox"/> Clear CTAs on every page	<input type="checkbox"/> GA4 & Tag Manager setup	
<input type="checkbox"/> Short forms	<input type="checkbox"/> Goal tracking: form fills, clicks	
<input type="checkbox"/> Trust signals: badges, reviews	<input type="checkbox"/> Heatmaps (Hotjar/Clarity)	
<input type="checkbox"/> Exit popups & downloadable resources	<input type="checkbox"/> Source attribution	
	<input type="checkbox"/> Keyword ranking tools	

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Tools to Use

- ChatGPT / Perplexity / Google SGE
- Rich Results Test
- SEMrush / Ahrefs
- Hotjar / Clarity
- Google Search Console

Monthly Maintenance

- Refresh top blogs
- Monitor AI results
- Run SEO audits
- Adjust strategy by trends

Quick Wins

- Add FAQ schema to 3 pages
- Submit sitemap
- Revise 1 blog with Q&A
- Test homepage in AI tools
- Optimize Google Business Profile



Get Help from ScaledOn

Ready to lead in AI-powered search?

ScaledOn helps businesses optimize for both traditional SEO and AI discoverability.

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Want your SEO Done For You?

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