

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

- ☐ SEO-friendly CMS
- ☐ XML sitemap submitted
- ☐ HTTPS & crawlable pages
- ☐ Load time < 3s
- ☐ Structured data for key content
- ☐ Fix broken links

On-Page SEO

- ☐ Keyword-optimized titles & H1s
- ☐ Descriptive meta tags
- ☐ Internal linking strategy
- ☐ Alt text on images
- ☐ Featured snippet formatting

AI-Specific SEO

- ☐ FAQ schema added
- ☐ AI-friendly page summaries
- ☐ Conversational Q&A content
- ☐ EEAT signals: authorship, expertise, trust
- ☐ Monitor AI visibility

Content Strategy

- ☐ Keyword-optimized titles & H1s
- ☐ Descriptive meta tags
- ☐ Internal linking strategy
- ☐ Alt text on images
- ☐ Featured snippet formatting

Local SEO

- ☐ Google Business Profile optimized
- ☐ NAP consistency
- ☐ "Near me" keyword targeting
- ☐ Directory & chamber listings
- ☐ Google Maps embedded

Mobile Optimization

- ☐ Responsive design
- ☐ Large, tappable buttons
- ☐ Fast load time
- ☐ Mobile-friendly CTAs

Conversion Optimization

- ☐ Clear CTAs on every page
- ☐ Short forms
- ☐ Trust signals: badges, reviews
- ☐ Exit popups & downloadable resources

Analytics & Tracking

- ☐ GA4 & Tag Manager setup
- ☐ Goal tracking: form fills, clicks
- ☐ Heatmaps (Hotjar/Clarity)
- ☐ Source attribution
- ☐ Keyword ranking tools

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Tools to Use

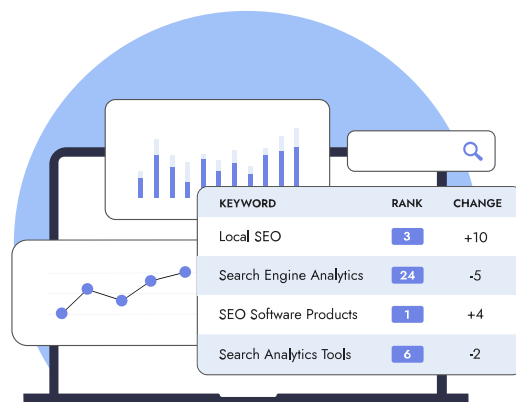
- ☐ ChatGPT / Perplexity / Google SGE
- ☐ Rich Results Test
- ☐ SEMrush / Ahrefs
- ☐ Hotjar / Clarity
- ☐ Google Search Console

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.

[Book a Free SEO Review](#)

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Want your SEO Done For You?

Contact my **top 2% team** today for a complimentary audit.

[Get Expert Insights](#)



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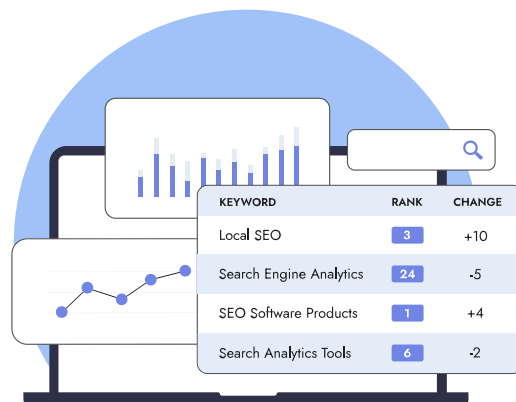
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