



AI Search Optimization Content & Keyword Checklist

Plan your content with the right keywords, search intent and topic strategy for better visibility in AI search and traditional search engines.

1

Content & Keyword Checklist



- ☐ Primary keyword identified
- ☐ Search intent identified
- ☐ 5–10 related keywords found
- ☐ Question-based keywords identified
- ☐ Long-tail keywords identified
- ☐ Topic cluster created
- ☐ Important entities identified
- ☐ Competitor content analyzed





AI Search Optimization Content Checklist

Create useful, well-structured and trustworthy content that works for both search engines and AI systems.

2

AI Search Content Checklist



- ☐ Direct answer provided under each important heading
- ☐ Content has clear H1/H2/H3 structure
- ☐ Short paragraphs used
- ☐ Lists and tables used where useful
- ☐ Original examples included
- ☐ Facts supported with reliable sources
- ☐ Author/business expertise demonstrated
- ☐ Related concepts covered
- ☐ Internal links added
- ☐ Images/visuals explained with useful context
- ☐ Content provides information beyond generic AI-generated text



Pro Tip

Quality content doesn't just rank — it gets referenced, shared and trusted by both users and AI systems.



SEO + AEO + GEO

Understand the Differences, Build a Stronger Strategy

Use SEO, AEO and GEO together to increase your visibility across search engines, answer engines and generative AI platforms.

3 SEO + AEO + GEO



SEO	AEO	GEO
Keywords	Questions	Context
Technical SEO	Direct answers	Topical depth
Backlinks	Concise definitions	Original research
Internal links	FAQ content	Evidence
Search intent	Structured content	Expert information

4 Final Check



- ☐ Can Google understand this page?
- ☐ Can a user quickly find the answer?
- ☐ Does the article demonstrate genuine expertise?
- ☐ Does it contain original value?
- ☐ Is the content useful even without search traffic?



This is a **good checklist** because Google explicitly says its generative AI search features still rely on established SEO best practices.