

AI Optimization Checklist

Content Clusters — “Connect Your Content Like a Web”

- ☐ **Create a Main Hub Page:** Each topic should have one main page that explains the big idea or theme.
- ☐ **Link Everything Together:** Make sure all related pages link back to that main hub using natural, descriptive wording.
- ☐ **Add Helpful Supporting Content:** Write practical guides, FAQs, examples, tools, or stories that support the main topic.
- ☐ **Use Structured Data Tags:** Add behind-the-scenes code (schema) that tells AI and search engines what each section means (like FAQ, How-To, Article).
- ☐ **Keep It Fresh:** Regularly update and improve pages so AI tools know the information is current.

User-Generated Content — “Show Real People, Real Interactions”

- ☐ **Add User Voices:** Let customers ask questions, leave reviews, or post comments.
- ☐ **Keep It Organized:** Format responses clearly and use schema to help AI understand the Q&A format.
- ☐ **Share Real Experiences:** Feature genuine stories or feedback from users to build trust.
- ☐ **Engage in Communities:** Participate in online forums or social groups where your brand is mentioned—share helpful, non-sales insights.
- ☐ **Be Helpful, Not Pushy:** Offer value and advice, but don't oversell.

Content Architecture — “Make It Easy to Read and Easy for AI to Understand”

- ☐ **Use Clear Headings:** Turn section titles into questions (“What Is X?” “How Does Y Work?”).
- ☐ **Add Q&A Sections:** Create short, direct answers under each heading or at the end of pages.
- ☐ **Format for Skimming:** Use bullet points, short paragraphs, and clear layouts—so both people and AI can scan quickly.

Technical Framework — “Set Up the Foundation for AI”

- ☐ **Use Smart Markup:** Add structured data (schema) for pages like Articles, FAQs, Products, Reviews, and About sections.
- ☐ **Identify Your Brand and Authors:** Set up one official identity for your business and authors using an @id tag—then reuse it consistently.
- ☐ **Avoid Duplicate Definitions:** Reference that identity instead of recreating it every time.
- ☐ **Clean Up Broken Links:** Fix or remove any error pages (404s, 500s, or “orphan” pages with no links).

Need help implementing these steps? **SEO Expert Las Vegas** specializes in auditing, optimizing, and preparing websites for the new era of AI-driven search.