

AEO Optimization Checklist

- Write clear, NLP-friendly content with simple sentence structures.
- Use H2 and H3 headings to answer specific questions directly.
- Provide direct answers (40-60 words) at the start of each section.
- Implement structured data/schema markup (FAQPage, Article, HowTo).
- Use tools like Schema.org or Rank Math to add schema markup.
- Optimize for entities by using proper nouns and relevant internal links.
- Link to authoritative sources to build EEAT and entity relevance.
- Ensure your site loads fast (under 2 seconds) and is mobile-friendly.
- Include expert authorship, contact page, and update dates for EEAT.
- Use bullet points, tables, and lists for clarity and scannability.
- Regularly update old content (every 6 months at minimum).
- Target answer-led queries (e.g., What is, How to, Why does).
- Use tools like AlsoAsked and Semrush to identify these queries.
- Simulate answer engine behavior using ChatGPT or Claude.
- Include relevant internal links to reinforce topical authority.