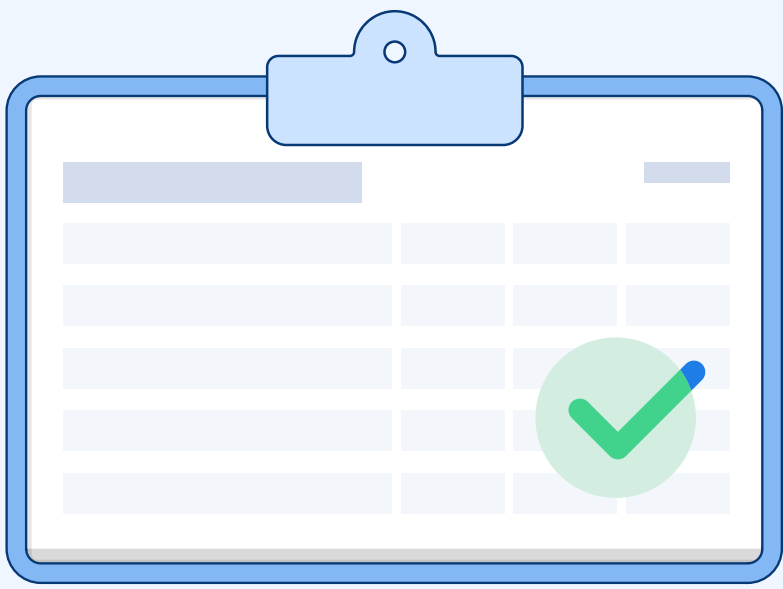


AI SEO Diagnostic Checklist

A practical tool to help you identify what to work on next



How to use this checklist

This checklist is designed to help you evaluate how well your current SEO approach supports visibility in AI-driven search experiences.

Go through each section and answer based on your current state. Use the responses to spot patterns, then mark which areas you must focus on first.

This checklist has no scoring. Its goal is to help you prioritize your most important AI SEO tasks.

1. Content and intent alignment

Use this section to assess whether your content reflects how users actually think through decisions, not just how they phrase searches.

Content and Intent Alignment Checklist	Not Yet	In Progress	Yes
Does your content address the decision behind a search, not just the keyword?			
Do pages anticipate common follow-up questions users may have?			
Is content written for a clearly defined audience or use case?			
Is it easy to tell who a page is for and what problem it helps solve?			

Notes:

Priority for action: ☐ Focus next ☐ Improve later ☐ Monitor

2. Credibility and trust signals

Use this section to evaluate whether your content demonstrates the reliability and specificity AI systems tend to reuse in generated answers.

Credibility and Trust Signals Checklist	Not Yet	In Progress	Yes
Is authorship or expertise clear where it matters?			
Are claims supported with evidence, examples, or real-world context?			
Is content reviewed and updated regularly for accuracy and relevance?			
Does the site show depth in key topic areas rather than shallow coverage?			

Notes:

Priority for action: ☐ Focus next ☐ Improve later ☐ Monitor

3. Structure and interpretability

Use this section to assess whether your content is organized in a way that makes key insights easy to extract and summarize.

Structure and Interpretability Checklist	Not Yet	In Progress	Yes
Are headings descriptive and logically ordered?			
Are key answers easy to find without reading the entire page?			
Is information organized to support summarization and comparison?			
Is structured data used where it adds clarity (for example, FAQs or how-tos)?			

Notes:

Priority for action: ☐ Focus next ☐ Improve later ☐ Monitor

4. Visibility and measurement awareness

Use this section to reflect on how you evaluate SEO performance in environments where influence may happen before a click.

Visibility and Measurement Awareness Checklist	Not Yet	In Progress	Yes
Do you look beyond rankings and clicks when evaluating SEO performance?			
Are impressions or other early visibility signals monitored?			
Do you consider how content influences decisions before a visit occurs?			
Are you comfortable explaining SEO impact when attribution isn't linear?			

Notes:

Priority for action: ☐ Focus next ☐ Improve later ☐ Monitor

5. Responsible AI use

Use this section to evaluate whether AI tools support accuracy and consistency rather than introducing risk.

Responsible AI Use Checklist	Not Yet	In Progress	Yes
Is AI-assisted content reviewed by a human for accuracy, tone, and relevance before publishing?			
Is there a defined process for identifying and correcting potential bias, inaccuracies, or misuse of AI in content workflows?			
Are there clear guidelines for when and how AI tools should be used in content creation?			
Is long-term trust considered when deciding how quickly and broadly to scale AI-assisted content?			

Notes:

Priority for action: ☐ Focus next ☐ Improve later ☐ Monitor

How to interpret your results

Look for patterns across sections. When several questions point to the same area, that's often where you need to focus your efforts to get the most results.

Use this checklist to guide prioritization and internal discussion.