



AEO QUICK-REFERENCE CHECKLIST

1. Provide direct answers immediately

- ☐ Lead with a clear, definitive answer
- ☐ Expand with helpful, structured context

2. Reinforce EEAT throughout

- ☐ Show expertise & firsthand knowledge
- ☐ Cite authoritative, reputable sources
- ☐ Fact-check data and avoid AI-generated errors

3. Use question-based H2s and H3s

- ☐ Align headings with conversational search patterns
- ☐ Phrase subtopics as questions users would ask

4. Add structured data (schema markup)

- ☐ FAQPage / HowTo / Article / LocalBusiness / Product / Organization / BreadcrumbList
- ☐ Validate schema before publishing

5. Incorporate trusted citations

- ☐ Reference credible organizations, studies, laws, or regulatory bodies
- ☐ Avoid vague or unsupported claims

6. Write in natural human language

- ☐ Avoid robotic or AI-ish phrasing
- ☐ Keep tone clear, helpful, and conversational

7. Ensure content loads clearly in HTML

- ☐ Avoid JavaScript-injected text
- ☐ Avoid hidden tabs/accordions for important info
- ☐ Verify visibility using “View Page Source” or URL Inspection

8. Avoid ambiguity

- ☐ Use precise terminology & well-defined entities
- ☐ Remove vague phrases like “some people say...”
- ☐ Maintain internal consistency across pages

9. Update content frequently + optimize for AEO

- ☐ Refresh outdated stats, examples, or screenshots
- ☐ Add new FAQs, entities, schema, and context as needed
- ☐ Improve clarity and structure over time

10. Build backlinks from reputable sites

- ☐ Contribute guest articles or insights to industry sites
- ☐ Earn mentions in press, associations, or expert roundups
- ☐ Participate meaningfully on authoritative platforms (Reddit, Quora, LinkedIn, industry forums)
- ☐ Publish link-worthy content (data, guides, research, case studies)

11. Include comparison tables, steps, and examples

- ☐ Add visuals: charts, tables, workflows
- ☐ Explain what each visual clarifies
- ☐ Provide clearer, more helpful examples than competitors