



# 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- Refresh outdated stats, examples, or screenshots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



AEO isn't about writing more — it's about writing clearer.

Make your content the easiest for humans *and* AI to understand.