

AEO / GEO Best-Practice Checklist

March 2026

| Priority | Item | Description | Why | Optimisation Type |
|----------|------------------------------|--|---|-------------------|
| High | Crawlable, indexable website | Ensure search engines can crawl and index the site (robots.txt, sitemap, no accidental noindex). | AI systems largely retrieve information from search indexes. | SEO |
| High | Clear page topic and intent | Each page focuses on a single topic aligned with a specific search query. | Clear topical signals help both search engines and AI systems identify what the page answers. | Both |
| High | Strong H1 heading | One clear H1 describing the page topic. | Primary topic signal for crawlers and LLM retrieval systems. | SEO |
| High | Logical heading hierarchy | Use structured H2/H3 headings for sections. | LLMs often extract answers from well-structured sections. | Both |
| High | Early topic definition | Include a concise definition of the topic near the beginning of the page. | AI systems frequently quote definitions when answering queries. | AEO/GEO |
| High | Page title optimisation | Descriptive meta titles aligned with the page topic. | Still one of the strongest ranking signals. | SEO |
| High | Clean URL structure | Simple, descriptive URLs reflecting page topic. | Helps machines infer page context. | SEO |
| High | Technical SEO health | No crawl errors, broken links or indexing issues. | Ensures discoverability and reliability. | SEO |
| High | Fast page performance | Optimise Core Web Vitals and load speed. | Faster pages are crawled more efficiently. | SEO |

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| High | Mobile optimisation | Ensure responsive design and mobile usability. | Google uses mobile-first indexing. | SEO |
| High | Secure site (HTTPS) | Serve all pages via HTTPS. | Baseline trust and security signal. | SEO |
| Medium | Structured content sections | Break content into logical sections answering specific questions. | Improves extractability for AI answers. | Both |
| Medium | Bullet lists and tables | Present key information in structured lists or tables. | AI engines prefer structured information. | AEO/GEO |
| Medium | FAQ sections | Add FAQs answering common queries. | Matches conversational AI queries. | Both |
| Medium | Internal linking | Link related pages and articles together. | Helps machines understand topical relationships. | Both |
| Medium | Topic clusters | Group related articles around a core topic or service page. | Strengthens topical authority. | Both |
| Medium | Descriptive anchor text | Use meaningful anchor text. | Improves contextual understanding. | SEO |
| Medium | Schema structured data | Implement relevant schema (FAQPage, Article, Organisation, Service etc.). | Provides machine-readable signals. | Both |
| Medium | Image alt text | Provide descriptive alt text for images. | Improves accessibility and contextual signals. | SEO |
| Medium | Clear site architecture | Logical navigation and page hierarchy. | Helps crawlers understand the site. | SEO |

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|--------|--|---|---|---------|
| Medium | Avoid thin or duplicate content | Ensure pages contain unique, meaningful information. | Prevents authority dilution. | SEO |
| Medium | Consistent entity signals | Clearly identify organisation, services, and expertise. | Helps AI systems recognise entities. | AEO/GEO |
| Medium | Author and publisher transparency | Show author and organisation details where appropriate. | Strengthens credibility signals. | AEO/GEO |
| Medium | Snippet eligibility / preview controls | Ensure pages are not restricted by nosnippet, max-snippet, data-nosnippet, etc. | AI search features rely on snippet-eligible content. | Both |
| Medium | Evidence and citation support | Include references, data points, examples or supporting sources. | Evidence-backed content is more likely to be cited by AI. | AEO/GEO |
| Medium | Content maintained / freshness | Review and update key content periodically. | AI engines prefer current, maintained information. | Both |
| Low | External authority signals | Earn links and citations from credible sites. | Improves authority and trust signals. | Both |
| Low | Accessible content (WCAG) | Follow accessibility best practices. | Accessible content is easier for machines to interpret. | Both |
| Low | Clear factual writing style | Prefer clear explanatory language over vague marketing copy. | Improves answer extraction. | AEO/GEO |
| Low | Citations and references | Link to credible external sources where appropriate. | Reinforces factual credibility. | AEO/GEO |
| Low | llms.txt file (optional) | Optional /llms.txt file summarising important site resources for AI systems. | Emerging convention for LLM-friendly site discovery. | AEO/GEO |