

# AI Search Technical Checklist & Playbook

A simple standalone guide for making content more eligible for AI-generated answers and search summaries.

Use this companion checklist to make content easier to crawl, understand, and cite in AI-powered search experiences.

**How to use this:** Start with the technical foundation, then work downward. Focus on clarity and accessibility first - not hacks. Check off what is already in place, then use the 30-day playbook on page 2 to prioritize improvements.

Area	What Good Looks Like	Done
<b>Crawlability</b>	Important pages are accessible to search crawlers, not blocked in robots.txt, and render reliably in HTML.	<input type="checkbox"/>
<b>Indexing</b>	Priority pages can be indexed and are not accidentally blocked by noindex or canonicals pointing elsewhere.	<input type="checkbox"/>
<b>Snippet Controls</b>	Pages meant for visibility allow enough snippet text and do not over-restrict preview settings.	<input type="checkbox"/>
<b>XML Sitemaps</b>	Sitemaps are clean, current, submitted where relevant, and reflect only canonical URLs.	<input type="checkbox"/>
<b>Metadata</b>	Title tag, meta description, H1, and opening copy align on the page topic and user intent.	<input type="checkbox"/>
<b>Structured Data</b>	Relevant schema is present and matches visible content, especially Article, Organization, and author/entity signals.	<input type="checkbox"/>
<b>HTML Visibility</b>	Key information appears in crawlable on-page text, not only in images, PDFs, tabs, or scripts.	<input type="checkbox"/>
<b>Answer-Friendly Structure</b>	Pages use descriptive headings, clear sections, definitions, bullets, tables, and concise summaries.	<input type="checkbox"/>
<b>Internal Linking</b>	Important pages are linked from relevant hubs and supporting pages using natural descriptive anchor text.	<input type="checkbox"/>
<b>Entity Clarity</b>	About, author, and organization pages clearly show who created the content and why the source is credible.	<input type="checkbox"/>
<b>Freshness Signals</b>	Updated content shows meaningful revisions, accurate modified dates, and refreshed sitemap signals.	<input type="checkbox"/>
<b>Performance, UX &amp; Measurement</b>	Pages load cleanly on mobile and the team tracks impressions, clicks, citations, referral traffic, and content updates over time.	<input type="checkbox"/>

**Keep in mind:** This checklist improves eligibility and clarity. It does not guarantee inclusion in AI answers, which are still changing quickly.

# 30-Day AI Search Playbook

**Goal:** Strengthen the technical conditions that make content easier for search engines and AI systems to discover, interpret, and cite.

## Week 1: Fix the Foundations

- Audit robots.txt, noindex tags, canonical tags, and sitemap coverage for your most important pages.
- Confirm that high-value pages render correctly and expose their key content in HTML.
- Check whether snippet settings are too restrictive for pages meant to earn visibility.

## Week 2: Tighten Page Clarity

- Align title tags, meta descriptions, H1s, and intro copy so each page has one clear topic and intent.
- Rewrite weak headings so sections stand alone and are easy to interpret out of context.
- Add concise definitions, summaries, bullet lists, and comparison tables where they improve usefulness.

## Week 3: Strengthen Meaning Signals

- Add or clean up schema for articles, organization details, and authors where appropriate.
- Improve author pages, about pages, and publisher information so source identity is obvious.
- Strengthen internal links between hub pages, related articles, and conversion pages.

## Week 4: Refresh and Measure

- Update priority pages with clearer examples, newer facts, and more visible modification signals.
- Review search performance, referral patterns, and any AI-search citations or summaries you can observe.
- Create a repeatable workflow for updating key pages every quarter instead of treating this as a one-time project.

**Best practice:** Treat AI search as an extension of strong SEO, not a replacement for it. The safer investment is better crawlability, cleaner structure, stronger entity signals, and more useful content packaging.

*Companion asset: AI Search Technical Checklist & Playbook*