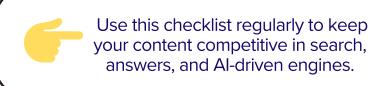# AI SEO CHECKLIST 2025 (SEO + AEO + GEO FOR MAXIMUM VISIBILITY)

Ensure your content stays competitive in search, answers, and AI-driven engines.

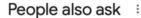👉 Use this checklist regularly to keep your content competitive in search, answers, and AI-driven engines.

SEO CHECKLIST
(SEARCH ENGINE OPTIMIZATION)

☐	**Research and feature relevant keywords**
☐	**Maintain a clean site structure**
☐	**Publish substantial, authoritative content**
☐	**Optimize title tags, H1/H2s, and meta descriptions**
☐	**Add alt text for all images**
☐	**Ensure mobile optimization and responsive design**
☐	**Improve page speed and load times**
☐	**Use secure HTTPS (SSL certificates)**
☐	**Set up Google Search Console and Google Analytics**
☐	**Build quality backlinks and internal linking**

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AEO CHECKLIST
(ANSWER ENGINE OPTIMIZATION)

- Identify intent-driven questions from your audience
- Write direct, concise answers (40–60 words)

- Implement structured data:
  - FAQ schema
  - HowTo schema
  - Article schema

People also ask ⋮

What is optimization in search engine?

What is SEO and how it works?

How do you do SEO for a website?

Can I do SEO on my own?

- Optimize for featured snippets & "People Also Ask" boxes
- Use natural, conversational language (for voice search)
- Focus on question-based keywords (who, what, when, why, how)
- Include step lists, tables, and bulleted content

- Ensure content authority:
  - Cite trusted sources
  - Use expert quotes
  - Provide original research where possible

- Optimize mobile UX (fast load, clear fonts, intuitive navigation)
- Track performance: snippets captured, CTR, voice search visibility

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GEO CHECKLIST
(GENERATIVE ENGINE OPTIMIZATION)

- Write in natural, context-rich, conversational language
- Use clear structures: headings, short paragraphs, bullets, examples
- Provide answers to likely user questions with use cases

- Demonstrate topical authority:
  - In-depth coverage of topics
  - Internal links to related content
  - First-hand knowledge and real examples
  - Up-to-date, accurate information

- Cite trustworthy, credible sources
- Add author bios and expert credentials

- Apply technical enhancements:
  - Schema markup
  - Descriptive meta titles and descriptions
  - Alt text for key visuals

- Focus on **EEAT: Experience, Expertise, Authority, Trustworthiness**
- Avoid *keyword stuffing*—favor semantic clarity
- Optimize metadata and FAQ sections for AI visibility

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WORKFLOW STAGES
(HYBRID STRATEGY IMPLEMENTATION)

	WORKFLOW STAGE	DESCRIPTION
1	Research & Planning	Map audience intent, gather keyword, question, and conversational query data
2	Content Creation	Produce keyword-rich SEO content, concise AEO answers, and context-rich GEO articles
3	Technical Optimization	Ensure speed, schema, mobile optimization, and crawlability
4	Distribution & Engagement	Publish, repurpose, and push content into AI-friendly formats and platforms
5	Monitoring & Measurement	Track SEO rankings, snippet wins, AI mentions, and conversions
6	Iteration & Improvement	Refine based on performance, update content, and expand for evolving AI

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