



AI Search Optimization Checklist

For Content Writers, SEOs & Web Strategists

Optimizing for Google AI Overviews, ChatGPT, Perplexity, Bing Copilot, and other AI-powered search

◆ 1. Sentence Structure: Make It AI-Friendly

- Start each key sentence with a **clear subject** (the person, place, thing or idea)
Example: "Our executive search team identifies senior talent."
 - Use an **active verb** (avoid passive voice)
Example: "We assess leaders," not "Leaders are assessed."
 - Include a **specific object or modifier**
Example: "for real estate finance firms," "across the Southeast," etc.
 - Keep sentences under **25 words** for clarity and summarization
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◆ 2. Language Semantics: Match AI & User Intent

- Use **natural language**, not keyword stuffing
Bad: "CMA executive search hiring firm leadership real estate"
Good: "CMA specializes in leadership hiring for real estate companies."
 - Include **related terms and synonyms** (semantic variants)
Example: "C-suite," "executive talent," "leadership roles," "senior hiring"
 - Mention **entities** that AI models recognize (people, companies, locations, job titles)
 - Write **declarative, standalone sentences** that can be pulled as AI citations
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◆ 3. Formatting & Structure: Help AI Understand Hierarchy

- Use proper **heading tags (H1, H2, H3)**
Example: H2 = "Operational Reviews" / H3 = "How They Work"
- Break ideas into **short paragraphs** (2–3 sentences max)

- Use **bulleted lists** for benefits, features, or steps
 - Include **internal links** to related topics or service pages
 - Use **anchor text** that's descriptive (not just "click here")
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◆ 4. Authority & Trust Signals (for E-E-A-T* & AI Citation)

- Add **author bylines** with name + credentials
Example: "By Brad Hollingsworth, Founder of Corporate Management Advisors"
- Include **testimonials, case studies, or data-backed outcomes**
- Mention **years of experience, industry affiliations, or awards**
- Display a **physical address, phone number, and email** (trust indicators)

**(Experience, Expertise, Authoritativeness, and Trustworthiness)*

◆ 5. Enhancements to consider

- Use **schema markup** (Organization, FAQ, Services, etc.)
 - Include **FAQs** or **answer-style content**
 - Add a **"Who We Help"** or **"Industries Served"** section
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AI Search: Put a pin in it

- There are many actions you can take to boost your content's visibility for both search engines and AI-powered searches.
 - About 37% of consumers now start their searches with AI tools like Google Gemini or ChatGPT rather than traditional keyword search engines. [Search Engine Land](#)
 - AI searches are rapidly growing and outperform traditional searches in conversion actions.
 - AI search doesn't just crawl content — it summarizes it, as in Google AI overviews.
 - Writing with a clear NLP structure helps your site get quoted, featured, and trusted by AI search engines.
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