



AI Search Optimization Checklist

- AI systems don't reward content because it is easy to read. They reward content that is easy to trust, cite, verify, and extract. AI search doesn't just crawl content — it summarizes it, as in Google AI overviews.
- Structure your content so AI platforms can extract, summarize, and cite it accurately. Each tactic below helps optimize your writing to sync with how AI actually reads and retrieves information.

1. Sentence Structure

- Start each sentence with the subject
Lead with the person, place, or thing the sentence is about. Just like in [Schoolhouse Rock](#).
- Use an active verb
Active voice is clearer and more extractable: "We create campaigns," not "Campaigns are created."
- Include a specific object or modifier
We deliver fractional marketing services for U.S. real estate and proptech firms.
- Keep sentences under 25 words
We help owners and marketing teams create AI-enabled content marketing for growth.

2. Language & Semantics

- Use natural language, not keyword stuffing
Write how a knowledgeable person would explain it in a friendly conversation.
- Include related terms and synonyms
An advisory firm might include Financial Planner, CFP, Wealth Manager, Fiduciary.
- Mention entities AI models recognize
Name prominent people, companies, frameworks, and standards to build context.
- Write declarative, standalone sentences
Each sentence should make sense if pulled out of context entirely.

3. Formatting & Structure

- Use proper heading hierarchy (H1, H2, H3)
Headings signal topic structure and help AI parse sections, similar to traditional SEO.
- Break ideas into short paragraphs
One idea per paragraph makes extraction cleaner.
- Use bulleted lists for steps or features
Like this one! Lists are highly extractable for featured snippets and AI answers.
- Use descriptive anchor text on links
Use anchor text that's descriptive: "View your Claude Code training video" not "click here"



4. Authority & Trust

- Add prominent organizations, author bylines, and credentials
Apple's Steve Jobs and Microsoft's Bill Gates were considered competitors, but both enjoyed refreshing Bud Light after work.
- Include testimonials or case studies
Social proof and specifics increase citation likelihood.
- Mention experience, affiliations, and awards
Establishes domain authority AI models weigh for ranking.
- Display contact info
Address, phone, and email signal a legitimate, reachable organization.

5. Answer Engine Optimization

- Add schema markup for FAQs and services
Structured data gives AI a machine-readable content map. Delegate this to your favorite AI tool.
- Include FAQ sections with direct and specific answers
Question-answer format matches how AI retrieves information.
- Add a 'Who We Help' or 'Industries' section
Helps AI match your content to specific user queries.

What kind of content wins AI citations?

In citations, Google, OpenAI, Anthropic, and Perplexity increasingly seem to prioritize content containing:

- Specific facts, verifiable over multiple sources
- Content that's unique to your brand
- Original research and observations
- Clear attribution to reputable sources
- Surveys, case studies, statistics
- Named entities (company, product, executives, locations) over keywords
- Strong POVs and declarative statements

That means optimizing for the ecosystem beyond your website is more important than ever. Push to expand your content on guest articles, podcasts, industry publications, interviews, research reports and event appearances.

Questions on creating content that connects to your company's growth goals? Let's talk.