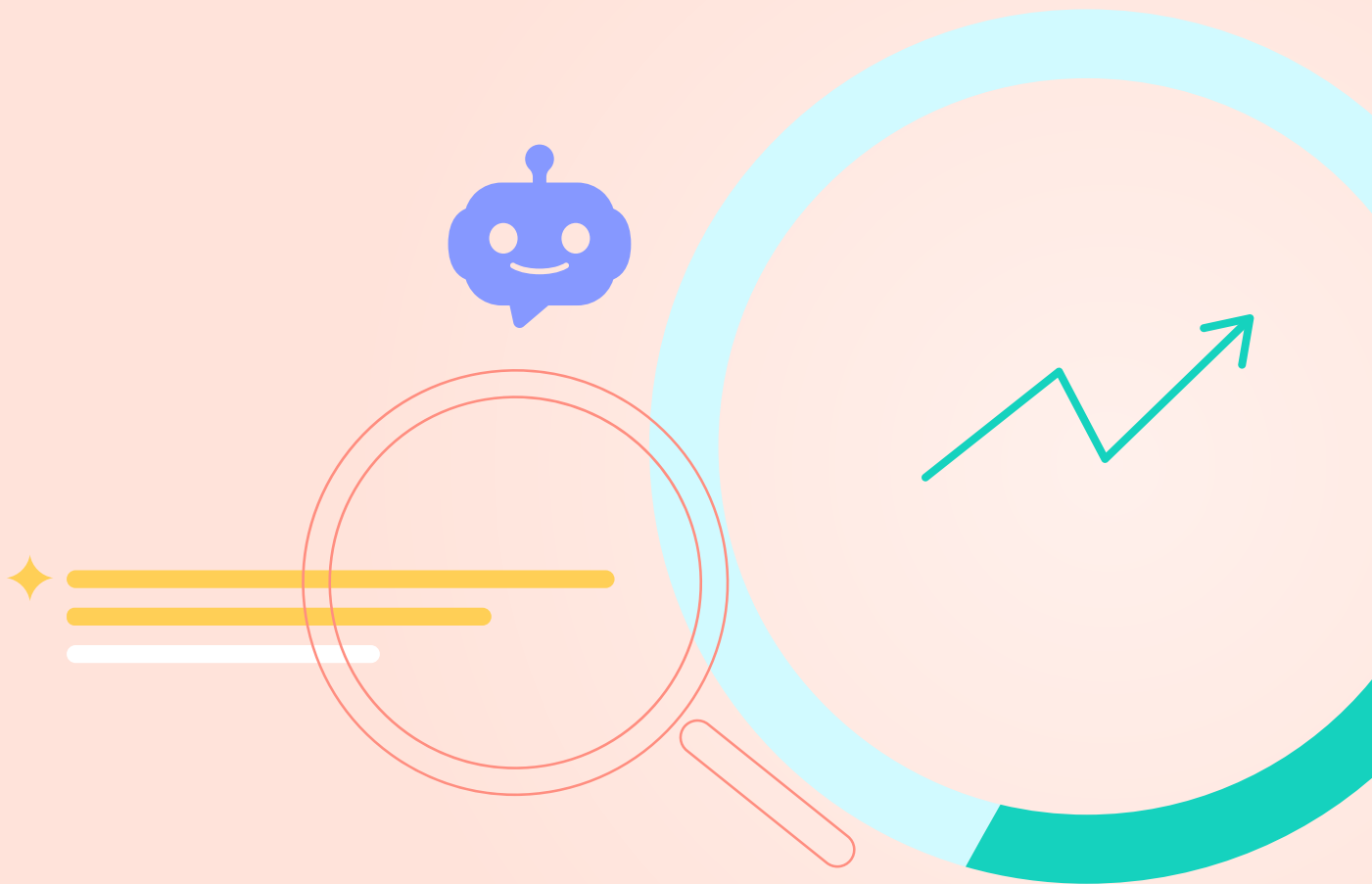




AI Citation Readiness Checklist



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Cadence _____

Last Review _____

Date _____

By _____

AI Citation Readiness Checklist

Use this checklist to assess and improve your content's readiness to be cited in AI search summaries such as Google AI Overviews. Review regularly as AI search behaviour continues to evolve.

Write for Extraction

- Start each major section with a direct, self-contained answer of around 40 to 60 words.
- Match H2 headings to the exact language your audience searches.
- Avoid burying answers deep in narrative prose.
- Aim for citation blocks that can be lifted and used directly by AI without additional context.

Implement Structured Data

- Add JSON-LD schema markup to all key pages.
- Prioritise FAQ schema and HowTo schema for question-based content.
- Add Article schema, Organisation schema, and author Person schema.
- Review schema whenever page content is updated to prevent mismatches.

Demonstrate E-E-A-T

- Ensure every article has a named author with a linked bio.
- Include outbound links to authoritative, relevant sources.
- Keep business information consistent across your website, Google Business Profile, and directories.
- Maintain an active review profile with genuine client feedback.
- Build topical depth by publishing multiple well-researched articles per subject area.

Build Your Brand Footprint

- Seek earned media coverage in relevant local and industry publications.
- Get listed in reputable, sector-specific directories.
- Contribute expert commentary or quotes to industry media.
- Publish content on LinkedIn that earns genuine engagement and shares.
- Build topical depth by publishing multiple well-researched articles per subject area.

Keep Content Current

- Review and update your strongest articles on a quarterly basis.
- Replace outdated statistics, examples, and references.
- Update the published date whenever substantive edits are made.
- Flag any content referencing regulations or technology for priority review.

Monitor Your Citation Performance

- Check Google Search Console for AI Overview impression and click data.
- Run manual incognito searches for your top priority queries each month.
- Use tools such as SE Ranking, Semrush, or Ahrefs to track AI Overview visibility.
- Audit your top 20 priority queries monthly if enterprise tools are not available.