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Your 31 Point AI Optimisation Checklist

Your go to guide for AI Search Optimisation for your business.

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Work through it in order

AI search optimisation means making your business easy for AI tools to find, read and recommend. Tick each box as you go. If a job needs a developer, such as an AI crawler being blocked, pass this page to your web person.

1 Let AI in

Nothing else works if AI cannot read your site.

- [ ] Open yourwebsite.com/robots.txt and check OAI-SearchBot (ChatGPT) is not blocked
- [ ] Check PerplexityBot (Perplexity) is not blocked in the same file
- [ ] Ask your web person or host to remove any firewall rule turning AI crawlers away
- [ ] Submit your site to Bing Webmaster Tools as well as Google Search Console
- [ ] Open View Page Source and check your services and prices appear as plain text
- [ ] Test your key pages on your phone and fix anything slow or hidden
- [ ] Add an llms.txt file that explains what you do and lists your key pages

2 Be clear

Say the same thing about your business everywhere.

- [ ] Write one sentence: what you do, who for and where
- [ ] Use that sentence on your website, Google Business Profile and directory listings
- [ ] Check your name, address, phone number and opening hours match everywhere
- [ ] List your services, locations and prices in plain text on your site
- [ ] Add real names, photos and experience to your About page
- [ ] Put your contact details in the header or footer of every page

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Find the questions customers ask

Job 3 starts with a list of 10 real questions. Here is where to find them. You do not need every source. Two or three will give you plenty.

Google Search Console

Open Performance, then Search results. Add a Query filter, choose Custom (regex) and paste this to see searches phrased as questions. Then sort by impressions.

```
^(who|what|why|how|when|where|can|does|is|are|should|best)
```

For longer, more conversational searches that read like AI prompts, try this instead. Search Console only shows searches where you already appear.

```
.{30,}
```

Bing Webmaster Tools

The Search Performance report shows the queries behind your Bing traffic. Use the same question filter as in Search Console. It is free.

Google Business Profile

The performance page lists the search terms that found your listing. Local searches often read like questions, so they are worth a look.

Your own conversations

Check customer emails, sales calls, live chat and social DMs. The questions people ask before they buy make the best prompts you will find. Ask your team what they get asked every week.

Autocomplete and People also ask

Type your service and town into Google and note the suggestions. Open a few People also ask questions and write down the ones you could answer better than the pages already there.

Ask AI itself

Ask ChatGPT: what would someone ask before choosing a [your service] in [your town]? Write down the questions. It will not be perfect but it shows how AI frames your market.

Reviews and competitor pages

Read your reviews and your competitors' reviews and FAQ pages. Customers repeat the same worries about price, speed and trust. Each worry is a question to answer.

How to pick your 10

Choose questions that are asked often, sit close to buying and that you could answer well. Mix a few types: who is the best [service] in [town], how much does [service] cost and who can do [service] today.

Write each one the way a customer would type it into ChatGPT: a full sentence with their location and need. Then add them to the worksheet. Want them checked every day? Add them to **Midwaver** and it records who gets named.

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Your 10 customer questions

Write your questions in the first column. Ask each one in ChatGPT, Perplexity and Google AI Overviews. Note whether you were named and who was named instead. Repeat monthly, or weekly if you can.

Question	ChatGPT	Perplexity	AI Overviews	Who else was named?
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

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Be the answer, then get vouched for

AI takes a question and hunts for a page that answers it. Then it checks whether other websites agree with you.

3 Answer the questions

Write for what customers ask, not just what they search.

- [ ] Write your 10 customer questions on the worksheet (page 4)
- [ ] Give each question its own page or section
- [ ] Put the answer in the first two sentences
- [ ] Rewrite your headings as questions
- [ ] Add prices, timescales, examples and a last updated date to each page
- [ ] Add an FAQ built from real questions to your key pages

4 Get vouched for

AI looks for other places that agree with you.

- [ ] Claim your Google Business Profile and fill in every section
- [ ] Get listed in the main directories for your industry
- [ ] Ask recent customers for reviews on at least two platforms
- [ ] Reply to every review, good or bad
- [ ] Join or get listed with your trade body or association
- [ ] Pitch one local press or trade website for a mention
- [ ] Look up which websites AI cites for your questions and pick three to target

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Check it is working

AI answers change from run to run, so a single check proves very little. Use the worksheet on page 4 to keep a record.

5 Check and track

One check tells you little. Patterns tell you plenty.

- [ ] Ask your 10 questions in ChatGPT, Perplexity and Google AI Overviews
- [ ] Note on the worksheet who gets named and which websites are cited
- [ ] Repeat the same questions every week
- [ ] Change one thing at a time and note the date
- [ ] Review progress after four weeks, not four days

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Don’t let AI search send your customers to a competitor.

See who’s being recommended, find where you’re missing out and start improving your visibility today.

- See if AI is recommending your business
- See who’s winning in your industry
- Get data backed recommendations to improve

Start my free 7-day trial

No credit card required