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Answer Engine Optimization Checklist (AEO)

AEO focuses on optimizing content so it can be selected as the direct answer by Google AI Overviews, voice assistants, featured snippets, and answer engines.

✓ Search Intent Optimization

Optimize content for:

- Informational intent
- Commercial intent
- Transactional intent
- Navigational intent
- Local intent

✓ Direct Answer Format

Optimize content for:

- Answer within the first 40–60 words
- Clear definition
- One answer per section
- Concise summaries

✓ Featured Snippet Optimization

Optimize content for:

- Paragraph snippets
- Numbered lists
- Bullet lists
- Comparison tables
- Step-by-step guides

✓ FAQ Optimization

Optimize content for:

- Frequently Asked Questions
- Natural language questions
- Follow-up questions
- Conversational answers

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✓ Entity SEO

- Build a strong brand entity.
- Connect your business with relevant entities.
- Use consistent Name, Address, and Phone (NAP).
- Create an organization schema.
- Create a local schema.
- Build Knowledge Graph presence.
- Create a Wikidata profile (if eligible).
- Use the same social media profiles everywhere.
- Mention related people, places, brands, and concepts.
- Strengthen entity relationships.

✓ E-E-A-T

- Show real experience.
- Display author credentials.
- Create detailed author pages.
- Add professional certifications.
- Include business information.
- Display customer reviews.
- Show awards and achievements.
- Include contact information.
- Maintain transparency.

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✓ Semantic SEO

- Cover the entire topic.
- Use related entities.
- Include semantic keywords.
- Answer related questions.
- Build topical clusters.
- Create pillar pages.
- Use NLP-friendly language.
- Avoid keyword stuffing.
- Cover synonyms naturally.
- Improve topical relevance.

✓ Topical Authority

- Publish comprehensive guides.
- Cover every subtopic.
- Build content clusters.
- Link related articles.
- Regularly update content.
- Remove outdated information.
- Become the go-to source.
- Demonstrate expertise consistently.

✓ Readability

- Short paragraphs
- Simple language
- Clear headings
- Bullet points
- Easy scanning

✓ Content Structure

- H1, H2, H3 hierarchy
- Definition first
- Explanation second
- Example third
- Summary last

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✓ Technical SEO

- Fast page speed
- Core Web Vitals
- Mobile-friendly design
- HTTPS security
- Crawlability
- Indexability
- XML sitemap
- Robots.txt optimization
- Canonical tags
- Clean URLs
- Structured navigation
- Broken link fixes

✓ Local SEO (For Local Businesses)

- Google Business Profile optimization
- NAP consistency
- Local citations
- Local schema
- Customer reviews
- Local landing pages
- Service area pages
- Local backlinks

✓ User Experience (UX)

- Fast loading
- Easy navigation
- Mobile responsiveness
- Clear CTAs
- Low bounce rate
- High engagement
- Accessible design

✓ Trust Signals

- About Us page
- Contact page
- Privacy Policy
- Terms of Service
- Editorial guidelines
- Customer testimonials
- Certifications

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✓ Voice Search Optimization

- Conversational phrases
- Natural language
- Question-based content
- Local intent optimization
- Speakable schema
- Fast-loading pages

✓ Brand Authority

- Consistent branding
- Branded searches
- Social media presence
- Industry recognition
- Expert content
- Public speaking
- Podcasts
- Webinars
- Community engagement

✓ AI Retrieval Optimization

- Use descriptive headings.
- Keep paragraphs focused.
- Define concepts clearly.
- Structure content into logical sections.
- Avoid ambiguous language.
- Include entity-rich context.
- Make information easy for
- AI retrieval systems to extract.

✓ Content Distribution & Digital Presence

- Publish consistently.
- Share content on social media.
- Repurpose into videos and infographics.
- Build an email newsletter.
- Earn mentions from trusted websites.
- Participate in industry communities.
- Encourage branded searches

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✓ Information Gain

- Original insights
- Personal experience
- Case studies
- Statistics
- Research
- Expert opinions
- Data analysis
- Real examples
- Custom frameworks
- Actionable tips

✓ Internal Linking

- Topic clusters
- Contextual links
- Pillar pages
- Descriptive anchor text
- Related articles
- Logical site architecture

✓ External Authority Signals

- High-quality backlinks
- Digital PR
- Industry mentions
- News citations
- Guest posts
- Resource page links
- Academic citations

✓ Multimedia Optimization

- Original images
- Infographics
- Videos
- Charts
- Diagrams
- Alt text
- Video schema

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Generative Engine Optimization (GEO) Checklist

✓ Entity SEO

Optimize content for:

- Strong brand entity
- Organization entity
- Person entity
- Product entity
- Service entity
- Location entity
- Knowledge Graph optimization
- Consistent entity mentions

✓ Topical Authority

- Comprehensive topic coverage
- Content clusters
- Pillar pages
- Supporting articles
- Consistent publishing

✓ E-E-A-T Signals

Optimize content for:

- Real experience
- Subject expertise
- Authority
- Trust signals
- Author profiles
- Editorial transparency

✓ Information Gain

- Original research
- Case studies
- Expert insights
- Unique frameworks
- Surveys
- Industry data
- Personal experience
- Actionable recommendations

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✓ Semantic SEO

- Topic entities
- Semantic relationships
- Related concepts
- Contextual relevance
- Natural language optimization

✓ AI-Friendly Content Structure

- Clear headings
- Logical sections
- Short focused paragraphs
- Definitions
- Summaries
- Lists
- Tables

✓ Citation-Worthy Content

- Statistics
- Research reports
- Benchmarks
- White papers
- Original data
- Expert quotes
- Industry analysis

✓ Structured Data

- Organization Schema
- Person Schema
- Article Schema
- BlogPosting Schema
- Product Schema
- Service Schema
- Review Schema
- Breadcrumb Schema
- FAQ Schema
- WebPage Schema

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✓ Brand Authority

- Branded searches
- Brand mentions
- Digital PR
- Industry recognition
- Social presence
- Expert reputation

✓ Trust Signals

- About page
- Contact page
- Privacy Policy
- Editorial Policy
- Terms & Conditions
- Customer testimonials
- Certifications

✓ Technical SEO

- Crawlability
- Indexability
- XML Sitemap
- Canonical tags
- Core Web Vitals
- Mobile optimization
- Fast loading

✓ Content Depth

- Complete topic coverage
- Beginner to advanced explanations
- Use cases
- Best practices
- Common mistakes
- FAQs

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✓ Internal Linking

- Content clusters
- Semantic linking
- Pillar-to-cluster architecture
- Contextual anchor text

✓ External Authority

- High-quality backlinks
- Brand mentions
- Media coverage
- Industry citations
- Academic references

✓ AI Retrieval Optimization

- Entity-rich content
- Context-rich paragraphs
- Descriptive headings
- Standalone sections
- Clear definitions
- Fact-based writing
- Chunk-friendly formatting

✓ AI Citation Potential

- Publish original research
- Create unique datasets
- Share proprietary insights
- Provide expert opinions
- Build resources AI can confidently reference