Teasoft

FREE RESOURCE

AI Search Optimization Checklist

30 checks to get your website found and cited by ChatGPT, Gemini, Google AI Overviews and Perplexity.

5 sections | 30 checks | Score yourself out of 30

Website: _____ Page: _____ Date: _____ Score: _____ / 30

Crawl & Index — 8 checks

- [ ] 01 **robots.txt allows Googlebot, Bingbot, OAI-SearchBot and PerplexityBot**
  Open yoursite.com/robots.txt and look for Disallow rules on these bots
- [ ] 02 **Firewall or CDN isn't blocking AI search bots**
  Check "block AI bots" or bot-fight settings in Cloudflare or your host
- [ ] 03 **Main content is in the HTML, not loaded only by JavaScript**
  View page source and search for a sentence from your article
- [ ] 04 **Site verified in Google Search Console**
  Search Console > Settings > Ownership verification
- [ ] 05 **Site verified in Bing Webmaster Tools**
  Import from Search Console in a couple of clicks
- [ ] 06 **XML sitemap submitted and IndexNow turned on**
  Sitemaps report in both tools; IndexNow in Rank Math or Yoast
- [ ] 07 **Key pages are indexed and allowed to show a snippet**
  URL Inspection tool; no nosnippet or tiny max-snippet
- [ ] 08 **Pages load fast and work well on mobile**
  PageSpeed Insights; compress large images

Answer-First Content — 7 checks

- [ ] 09 **A 40–60 word direct answer sits under each main heading**
  Read the first lines under every H2 on their own
- [ ] 10 **Headings are written as questions people ask**
  "How do I…", "What is…", "Is X free?"
- [ ] 11 **Paragraphs are short: 2–4 sentences**
  Skim the page on a phone
- [ ] 12 **Steps are numbered lists and comparisons are tables**
  Look for long paragraphs that hide a process or a comparison
- [ ] 13 **Uses specific numbers, names and dates, not vague words**
  Replace "many" and "recently" with real figures
- [ ] 14 **An FAQ section answers the next questions**
  4–6 short Q&As at the end of the page
- [ ] 15 **Follow-up questions are covered on the page or linked**
  Check Google's "People also ask" and your Search Console queries

Trust & Expertise — 6 checks

- [ ] 16 **Every article has a named author with a short bio**
  Author box with real experience in the topic
- [ ] 17 **Shows first-hand experience: tests, screenshots or data**
  At least one original image, test or number per page
- [ ] 18 **Statistics and claims link to their sources**
  Every number has a source link
- [ ] 19 **Shows a clear "Updated" date and facts are current**
  Refresh prices, screenshots and stats regularly
- [ ] 20 **About, Contact and policy pages are easy to find**
  Linked in the header or footer
- [ ] 21 **Structured data matches what's visible on the page**
  Article, Person, Organization and FAQ schema; test it in Rich Results Test

Reach & Mentions — 5 checks

- [ ] 22 **Helpful answers on Reddit and Quora where you have expertise**
  Real answers, not spam links
- [ ] 23 **YouTube or LinkedIn posts on the same topics as your best pages**
  Repurpose your top 3 guides
- [ ] 24 **Links from relevant sites in your niche**
  Guest posts, partners, original data people cite
- [ ] 25 **Brand name and details are the same everywhere**
  Website, social profiles, directories and review sites
- [ ] 26 **You publish original data, free tools or templates people want to cite**
  Something only your site offers

Measure & Improve — 4 checks

- [ ] 27 **Monthly test of 10–20 questions in ChatGPT, Gemini, Perplexity and Google**
  Note which sources each answer cites
- [ ] 28 **Search Console Performance ("Web") checked monthly**
  AI Overviews and AI Mode clicks are included here
- [ ] 29 **AI referrals tracked in GA4**
  Session source: chatgpt.com, perplexity.ai, gemini.google.com, copilot.microsoft.com
- [ ] 30 **Server or CDN logs checked for AI crawler visits**
  Look for OAI-SearchBot, PerplexityBot, Googlebot and Bingbot

Your score

26–30 ✓	Ready to be cited by AI
20–25 ✓	Good, fix the gaps
12–19 ✓	Some AI visibility, big wins left
0–11 ✓	Start with Crawl & Index

robots.txt starter

```
User-agent: Googlebot
Allow: /

User-agent: Bingbot
Allow: /

User-agent: OAI-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

Sitemap: https://yoursite.com/sitemap_index.xml
```

Skip these AI SEO myths

- **You don't need llms.txt or special "AI" schema.** Google says AI Overviews and AI Mode need no extra files or markup.
- **Blocking GPTBot doesn't hide you from ChatGPT search.** GPTBot is for training; ChatGPT search uses OAI-SearchBot.
- **AI SEO doesn't replace normal SEO.** AI answers are built on top of search indexes.

Full guide: teasoft.in/guides/how-to-get-found-in-ai-search · More free resources: teasoft.in/resources