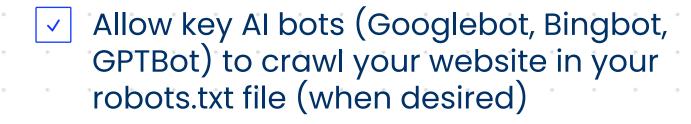




LLM Checklist

Technical foundations



- Ensure important pages are indexable (check for noindex and blocked paths)
- Submit and maintain an XML sitemap, which links to priority pages
- Fix and minimise crawl errors, broken links, redirect chains, and duplicate URLs efficiently
- Use a clean site architecture with clear internal linking to priority pages

- Make sure key content is in HTML (not in JavaScript, images or PDFs)
- Return correct status codes (200/301/404/410) when your website is crawled and set canonicals correctly
- Add structured data (i.e. Article, FAQ, Product, Organisation, Author) and validate it
- Keep Core Web Vitals/speed and performance healthy on mobile and desktop
- Ensure full mobile responsiveness and basic accessibility (i.e. alt-text, focus states, readable text)

- Serve the site over HTTPS, with valid certificates
- Keep CMS, plugins, and scripts updated and secure
- [International only] Implement and maintain proper hreflang configurations
- Check for new Google/Bing/Al guidance each quarter and update pages



On-site content

Prompt research and query fan out analysis

Add a short summary or "key facts" section near the top of the page (when applicable)

Add the author name, a short bio and "last updated" date

Prompt analysis and competitor on-site GEO review

Use lists and tables where they help with clarity

Make key takeaways clear (i.e. a short list at the top or bottom)

Use clear headings (H1-H3) and short paragraphs

Write in plain English, define jargon once, and keep it simple

Use schema where relevant (e.g. FAQ, Article, Product, and/or Author markup)

State the page's purpose in the first2-3 sentences

Cover the topic fully, and answer what the user wants to know

Optimise meta titles (~55 characters) and descriptions (~155 characters)

Add FAQs that match real questions (i.e. "What does X cover?") Cite sources for stats and claims, and link to reputable references

Use short, readable URLs that reflect the page topic

On-site content continued

- Add descriptive alt-text to every image
- Link naturally to relevant pages with descriptive anchor text and useful context surrounding the link
- Include one high-value internal link early in the page

- Aim to include something new, unique and interesting in every published piece
- Publish and update primary data relevant to your topics
- Maintain consistent entity data across your site and profiles (this supports knowledge graphs)

- Human-review any Al-written drafts for factfulness, tone alignment, and originality
- Run regular (at least quarterly) content audits update, merge, or retire weak pages

Off-site authority

- Earn brand mentions from trusted, topic-relevant publications (quality over quantity)
- Wrap brand mentions with optimised context (i.e. "Acme, a cycling safety charity") that link to the AI prompts you want to drive visibility on
- Target outlets your audience actually reads and which AI models already cite when generating responses to your target prompts
- Maintain a strong social media presence and highlight what you want Al models to associate with your brand on your owned media profiles

- [Local only] Check Google Business Profile (GBP) details and confirm NAP consistency
- Monitor new mentions and share wins on social media and your website
- Contribute expert quotes, guest posts, and podcast appearances in your industry
- Encourage and respond to reviews on the platforms that matter in your niche
- Keep business profiles consistent on key platforms (i.e. name, address, description, category)

- Create resources worth citing (i.e. data tables, tools, guides, checklists)
- Run AiPR campaigns with clear context weaved into press releases
- Contribute to industry discussion via regular activity on popular social media channels and industry forums
- Get featured in key 'best X' lists in your industry
- Maintain Wikipedia/Wikidata entries where eligible



Tracking and measurement

- Set up GA4 correctly and track conversions that matter (i.e. enquiries, sign-ups, sales)
- Use Google Search Console/Bing Webmaster to monitor performance and fix issues

- Track AI referrals such as chat.openai.com, bing.com, perplexity.ai in Google Analytics 4
- Run monthly "prompt tests" for target questions across AI tools, and log mentions and citations (and/or use a third-party LLM tracking tool to do so)



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