



LLM Checklist

Technical foundations

- ✓ Allow key AI bots (Googlebot, Bingbot, GPTBot) to crawl your website in your robots.txt file (when desired)
- ✓ 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/AI guidance each quarter and update pages

On-site content

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|--|---|--|
| <ul style="list-style-type: none">✓ Prompt research and query fan out analysis | <ul style="list-style-type: none">✓ Add a short summary or “key facts” section near the top of the page (when applicable) | <ul style="list-style-type: none">✓ Add the author name, a short bio and “last updated” date |
| <ul style="list-style-type: none">✓ Prompt analysis and competitor on-site GEO review | <ul style="list-style-type: none">✓ Use lists and tables where they help with clarity | <ul style="list-style-type: none">✓ Make key takeaways clear (i.e. a short list at the top or bottom) |
| <ul style="list-style-type: none">✓ Use clear headings (H1–H3) and short paragraphs | <ul style="list-style-type: none">✓ Write in plain English, define jargon once, and keep it simple | <ul style="list-style-type: none">✓ Use schema where relevant (e.g. FAQ, Article, Product, and/or Author markup) |
| <ul style="list-style-type: none">✓ State the page's purpose in the first 2–3 sentences | <ul style="list-style-type: none">✓ Cover the topic fully, and answer what the user wants to know | <ul style="list-style-type: none">✓ Optimise meta titles (~55 characters) and descriptions (~155 characters) |
| <ul style="list-style-type: none">✓ Add FAQs that match real questions (i.e. “What does X cover?”) | <ul style="list-style-type: none">✓ Cite sources for stats and claims, and link to reputable references | <ul style="list-style-type: none">✓ 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 AI-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 AI 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)



@ hello@rebootonline.com

☎ 0203 397 1948