

AI Content Visibility Checklist

1. Core Clarity & Usefulness

- Does the page clearly answer a real user question?
- Is the main answer provided early (BLUF style)?
- Are explanations clear and concise?
- Is the content genuinely helpful?

2. Structure for AI Retrieval

- Are headings fully explanatory on their own?
- Do headings avoid generic terms?
- Are headings phrased as questions where appropriate?
- Does each paragraph express one idea?
- Can sections be understood independently?
- Are bullet points, steps, or comparisons used?

3. Standalone Content Test

- Do sections make sense without surrounding context?
- Are vague references clarified?
- Is ambiguity removed?

4. Data & Specificity

- Are statistics or numbers included?
- Are unique examples or case studies used?
- Are sources clearly identified?

5. Knowledge Gap Check

- Are all concepts defined?
- Are processes complete?
- Are lists comprehensive?

6. Authority & Linking

- Does content align to a core topic?
- Are there internal links to related content?

7. Trust & Credibility

- Does content demonstrate expertise?
- Are real-world insights and experience included?
- Are experts mentioned by name and photos and short bios included?
- Do external links and brand mentions exist from reputable websites?

8. SEO & AI Signals

- Is the page title clear and specific?
- Is the meta description accurate?
- Is content up to date?
- Is schema markup used for core topics?