

FREE CHECKLIST

AEO Checklist: 10 Checks to Get Cited by AI

Run any page through ten pass/fail checks for ChatGPT, Gemini, Perplexity and Google AI Overviews, and leave with a ranked list of fixes.

Tick each box as you go

Foundations

Fix these first. If AI crawlers can't read the page, nothing else matters.

- ☐ **AI crawlers can reach the page** **CRITICAL** 10 MIN, ONCE
Check **robots.txt** for GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Googlebot and Bingbot; check CDN or firewall bot rules; confirm the bots appear in the last 30 days of server logs.
Pass: all relevant crawlers are allowed and visible in your logs.
- ☐ **The page renders without JavaScript** **CRITICAL** 5 MIN PER TEMPLATE
Turn JavaScript off in your browser and reload.
Pass: headings, body copy and key content are all visible.
- ☐ **Each section answers its question in the first two sentences** **CRITICAL** 15 MIN PER PAGE
Read only the first two sentences under each heading. Could someone get a correct, complete answer from them alone?
Pass: every section opens with a self-contained answer; context comes after.

Content

What makes a page easy to quote.

- ☐ **Every section makes sense on its own** **HIGH** 20 MIN PER PAGE
Copy one section into a blank document and read it cold. Restate the subject instead of opening with "this", "it" or "as we discussed above".
- ☐ **Headings read like real questions** **HIGH** 10 MIN PER PAGE
Would each H2/H3 plausibly be typed into Google or asked to an AI? Source wording from People Also Ask, support tickets and sales calls.
- ☐ **Vague claims are replaced with specific, attributable facts** **HIGH** 30 MIN PER PAGE
Hunt for hedge words like "many", "significant", "increasingly". Replace each with a real figure, a named source or your own data.

Trust signals

How AI systems decide a page is worth naming.

- ☐ **Schema markup validates** **HIGH** 20 MIN PER PAGE
BlogPosting/Article on posts, Person for the author, Organization on the homepage, FAQPage only for genuine Q&A, HowTo for step-by-step guides, BreadcrumbList everywhere. Test in Google's Rich Results Test.
- ☐ **Credibility is visible on the page** **HIGH** 25 MIN PER PAGE
Named author with a linked bio and credentials · published and last-updated dates · 3–5 links to primary sources · first-hand experience backed by specifics · easy-to-find contact details.
- ☐ **The page sits inside a topic cluster** **REFINEMENT** **ONGOING**
Map the topic into 6–10 sub-questions, publish a focused page for each, and link every cluster page to the pillar and back.
- ☐ **You test real citations every month** **REFINEMENT** 45 MIN MONTHLY
Run your 20 highest-value questions through ChatGPT, Perplexity, Gemini and Google AI Mode. Note who gets cited instead of you, and compare their page with steps 3–8.

Citation log

Copy this table into a spreadsheet and fill it in monthly.

Question	Platform	Date	Cited?	Who was cited instead

Only have 30 minutes? Run steps 3, 5, 6, 7 and 8 — they carry most of the weight once crawler access and rendering are fixed. And keep expectations honest: this list makes a page *eligible* to be cited; mentions on other sites often decide which eligible page gets picked.

Want us to run this audit for you?

Ask Ixoric for a free audit of your key pages against this checklist. Start at ixoric.com.