

The AEO Readiness Checklist

A practical audit of whether your site is ready to be cited by AI answer engines like ChatGPT, Google AI Overviews, Perplexity, and Gemini. Work through it section by section and tick what you already have.

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1. Authority

does the engine trust you?

Answer engines cite brands they recognise as credible entities. Fix these first.

- ☐ **Consistent brand information** — your name, description, and details match across your site, social profiles, and directories.
- ☐ **Named, credentialed authors** — key content is bylined by real experts with visible credentials, not "admin".
- ☐ **Organization schema** — your site declares who you are in structured data an engine can read.
- ☐ **Credible third-party mentions** — recognised sources reference your brand, not just your own pages.
- ☐ **Knowledge-base presence** — you appear in the reference sources engines cross-check where relevant to your field.

2. Structure

can it extract a clean answer?

Make every key answer easy for a machine to lift and attribute.

- ☐ **Answer-first openings** — each section states its answer in the first sentence, before the supporting detail.
- ☐ **Question-shaped headings** — headings match the real questions your buyers ask.
- ☐ **Self-contained passages** — each answer makes sense on its own, without needing the paragraphs around it.
- ☐ **FAQ schema on Q&A content** — question-and-answer blocks are marked up so each pair is cleanly extractable.
- ☐ **Article schema** — headline, author, and publish date are declared for freshness and authorship.
- ☐ **Tables for comparisons** — comparison data is in real tables with header cells, not prose or images.
- ☐ **No buried answers** — the point never sits three paragraphs down under a generic introduction.

3. Engagement

did it actually help?

Signals that confirm your answer was genuinely useful.

- ☐ **Genuinely complete answers** — the reader's question is fully resolved, so they stop looking.
- ☐ **Corroborated claims** — your key claims align with what other credible sources also say.
- ☐ **Current, maintained content** — important pages are reviewed and updated on a schedule.
- ☐ **Clear, trustworthy design** — content is readable, well-formatted, and free of clutter that undermines trust.

4. Measure your baseline

know your starting point

You cannot improve what you do not measure. Set a baseline before you start.

- ☐ **List 20 priority questions** — the questions your buyers ask before choosing, in their words.
- ☐ **Check each in ChatGPT, Perplexity & Google** — record whether you are cited, and who else is.
- ☐ **Note your citation rate** — how often you are named across those questions today.
- ☐ **Note your share of answer** — your citations versus competitors for each topic.
- ☐ **Re-check monthly** — track the trend, not any single answer, which varies run to run.

Want this done for you?

Unified Platforms runs answer engine optimization programs that earn AI citations across ChatGPT, Google AI Overviews, Perplexity, and Gemini — measured by citation rate and share of answer. Learn more at unifiedplatforms.com/aeo-services-agency.