

# AI Overview Optimization Checklist

## 1. Identify Target Queries

- Use Google Search Console, Ahrefs, or SEMrush to find questions your client ranks for or is close to ranking.
- Look at "People Also Ask" and forums to find phrasing people actually use.
- Focus on informational and how-to queries (e.g., "how to fix a leaking tap" or "best plants for low light").

## 2. Content Formatting

- Use clear H1 and H2 headers with natural language questions.
- Add a concise summary paragraph immediately under the heading.
- Use bullet points, numbered steps, or short paragraphs.
- Include an FAQ section targeting related queries at the end of the post.

## 3. Schema Markup

- Implement HowTo, FAQ, or Article schema where relevant.
- Use Author schema to show real expertise and connect it with a profile.
- Validate schema with Google's Rich Results Test.

## 4. EEAT Signals

- Include the author's name, photo, and bio with qualifications.
- Link to other relevant content on your site to show depth.
- Make sure the site has a clear About page, Contact page, and Privacy Policy.
- Highlight any awards, certifications, or media features.

## 5. Authority Building

- Get backlinks from reputable sources in your client's niche.

- Encourage brand mentions on Reddit, Quora, or forums.
- Build your client's Google Business Profile if local relevance matters.

## **6. Technical and UX**

- Ensure mobile-friendly design and fast load times.
- Use HTTPS, and eliminate intrusive popups or aggressive ads.
- Fix broken links and update outdated content regularly.

## **7. Monitor Performance**

- Track impressions vs. clicks in Google Search Console (watch for drop in CTR).
- Use tools like Surfer SEO, Frase, or Clearscope to match top competitors' format and keyword usage.
- Check if your content is being quoted in AI Overviews (search your target queries manually in an incognito window).