

AI Search SEO Checklist

An AI search SEO checklist prepares your website for ChatGPT search, Claude, Perplexity, and Google AI Overviews by checking AI crawler access, server rendered content, clear structure, entity signals, structured data, and citable passages.

16 checks · 10 sections · For: SEOs, content strategists, publishers

Site: _____ Checked by: _____ Date: _____

SEARCH ENGINE ACCESSIBILITY

☐	Check search crawler access	Googlebot and Bingbot can crawl and index	High
--------------------------	------------------------------------	---	------

AI CRAWLER ACCESSIBILITY

☐	Check GPTBot	Allowed or blocked intentionally	Medium
☐	Check OAI-SearchBot	Allowed if you want ChatGPT search visibility	High
☐	Check ChatGPT-User	User-triggered fetches are not blocked unintentionally	Medium
☐	Check ClaudeBot and Claude-SearchBot	Rules match policy	Medium
☐	Check PerplexityBot	Rules match policy	Medium
☐	Check Google-Extended	Choice is deliberate	Low

CONTENT ACCESSIBILITY

☐	Check server-rendered content	Key content exists in HTML without JS	High
--------------------------	--------------------------------------	---------------------------------------	------

PAGE STRUCTURE

☐	Use clear headings	Headings describe each section	Medium
☐	Answer questions directly	Short answers near the top of sections	High

ENTITY SIGNALS

☐	Define entities	Brand, product and author entities are named consistently	Medium
--------------------------	------------------------	---	--------

STRUCTURED DATA

☐	Add schema	Organization, Article, Product or FAQ schema as relevant	Medium
--------------------------	-------------------	--	--------

CITABILITY

☐	Add original data	Statistics and claims are sourced and quotable	High
--------------------------	--------------------------	--	------

INTERNAL LINKING

☐	Link topic clusters	Related pages interlink	Medium
--------------------------	----------------------------	-------------------------	--------

INDEXABILITY

☐	Check indexability	Pages are indexable in Google and Bing	High
--------------------------	---------------------------	--	------

MONITORING

Monitor AI crawler logs

Server logs show AI crawler activity

Low

Common mistakes

- Blocking all AI crawlers without separating training from search bots
- Relying on JavaScript rendering for key content
- Long unstructured pages with no direct answers
- Inconsistent brand and entity naming
- No sources or original data to cite

When to run this checklist

- When defining your AI crawler policy
- When AI referral traffic is low
- When publishing cornerstone content
- Quarterly alongside a technical SEO audit

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.