

AEO Implementation Checklist

Answer Engine Optimization — schema, entity signals, and measurement. By Freelancer Tamal · freelancertamal.com/services/aeo-geo

1. Schema & Structured Data

- Add Organization schema with sameAs links to authoritative profiles (LinkedIn, Wikidata, Crunchbase).
- Add Person schema for founders/authors with jobTitle, knowsAbout, and worksFor.
- Use Article/BlogPosting schema with author, datePublished, dateModified, and headline.
- Add FAQPage schema to every page with a Q&A; block — match on-page text exactly.
- Add HowTo schema to step-by-step content where applicable.
- Add Product/Service schema with offers, aggregateRating, and provider.
- Add BreadcrumbList schema across all non-home pages.
- Validate every template in Schema.org Validator + Google Rich Results Test.

2. Entity Signals & Authority

- Claim and complete a Wikidata entry for your brand and key people.
- Establish a consistent NAP (Name, Address, Phone) across the web.
- Build sameAs links across LinkedIn, Crunchbase, GitHub, X, YouTube, etc.
- Get cited in 3rd-party listicles and roundups (these are AI training fodder).
- Publish a clear About page with entity attributes (founded, location, expertise).
- Add author bio boxes with credentials and outbound links to author profiles.
- Maintain a /press or /media page summarizing brand mentions.

3. Citation-Worthy Content

- Write definition-first paragraphs (40–60 words) under each H2.
- Use clear lists, tables, and stat callouts AI engines can lift verbatim.
- Cite primary sources with outbound links — AI engines reward verifiability.
- Update dates, stats, and examples quarterly; refresh modifiedTime in schema.
- Cover the full topical cluster: pillar + 5–10 supporting articles.
- Answer 'what is', 'how to', 'best', and 'vs' queries explicitly.

4. Crawlability for AI Bots

- Allow GPTBot, PerplexityBot, ClaudeBot, Google-Extended in robots.txt.
- Publish an llms.txt at /llms.txt summarizing your site for LLMs.

- Ensure server-rendered HTML — AI crawlers do not execute JavaScript reliably.
- Submit XML sitemap and keep lastmod accurate.
- Return clean 200 responses; eliminate redirect chains and soft 404s.

5. Measurement & Tracking

- Track referral traffic from chat.openai.com, perplexity.ai, gemini.google.com, copilot.microsoft.com.
- Set up a weekly prompt panel (20–30 prompts) and log citations manually or via tools like Profound, Otterly, AthenaHQ.
- Track share-of-voice across ChatGPT, Perplexity, Gemini, and Google AI Overviews.
- Monitor brand mentions (linked + unlinked) — AI engines weight unlinked mentions.
- Report monthly: citation count, citation rank, prompt coverage %, AI referral sessions.

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