

FANATIC

Digital Growth Partner

Checklist

SEO to AI Optimisation Checklist

Traditional SEO (maintain):

- ☐ Technical SEO health
- ☐ On-page optimisation
- ☐ Link building programme
- ☐ Content marketing strategy
- ☐ Local SEO presence

SEO Evolution for AI (enhance):

- ☐ Schema markup expansion
- ☐ Featured snippet optimisation
- ☐ E-E-A-T signals strengthening
- ☐ Entity SEO development
- ☐ Knowledge graph presence

AI-Specific Additions (implement):

- ☐ Conversational content creation
- ☐ Review response optimisation
- ☐ Cross-platform consistency
- ☐ Authority publication presence
- ☐ AI output monitoring

Measurement Integration:

- ☐ Traditional SEO KPIs
- ☐ AI visibility metrics
- ☐ Unified reporting dashboard
- ☐ Regular testing protocols
- ☐ Competitive AI analysis