AEO Checklist

Make Your B2B Website AI-Ready with
Answer Engine Optimization

1. STRATEGY & MESSAGING

- ☐ Clear headline: Who you serve + what you offer
- ☐ Bullet points or subheadings that highlight differentiators
- ☐ Intro text explaining value proposition on first screen view

2. BUYER Q&A

- ☐ FAQ sections on product and category pages
- ☐ Answers under 50 words, directly addressing common questions
- ☐ FAQ schema markup is used and validated

3. PRODUCT INFORMATION

- ☐ Use bullet lists or HTML tables (not PDFs) for product specs
- ☐ Include SKUs, sizes, materials, certifications
- ☐ Add contextual product images and short descriptions

4. STRUCTURED DATA & SEO TAGS

- ☐ Add labels to ID key info - product specs, FAQs, business details, etc.
- ☐ Use SEO-friendly formats (HTML tables and clean headings)
- ☐ Test pages' AI legibility with Google's Rich Results Tool

5. PERFORMANCE & ACCESSIBILITY

- ☐ Mobile-optimized, fast-loading, HTTPS secure
- ☐ No critical info trapped in images or PDFs
- ☐ Fix crawl errors and broken links

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