

# AEO ACTION PLAN CHECKLIST

Your step-by-step checklist for building AI visibility that gets results.



## PHASE 1 FOUNDATION (DO ONCE, HIGH IMPACT, MOSTLY FREE)

- Audit your business name across every platform – fix any inconsistencies in spelling or trading name
- Complete every field of your Google Business Profile – photos, services, description, Q&A, regular posts
- List your business on 5-10 relevant directories with identical name, address, and phone number
- Add a named author with a short bio to every content page on your website
- Add publication and last-updated dates to all content pages
- Check your XML sitemap is submitted – most platforms handle this automatically, but verify it

## PHASE 2 CONTENT STRUCTURE (ONGOING HABIT, NO COST)

- Rewrite every page opener to lead with a direct, clear answer in 40-60 words
- Convert section headings to question format wherever it makes sense
- Break up any paragraphs over 80 words – one idea per block
- Add FAQPage schema markup to any page with a Q&A section
- Add LocalBusiness schema to your homepage

## PHASE 3 CONTENT CREATION (ONGOING, MODEST TIME INVESTMENT)

- Write 5 core FAQ posts – the questions your customers actually ask, answered directly
- Create a clear pricing page – even 'from £X' is better than no pricing at all
- Build a testimonials page with Review schema markup
- Write one how-to guide per month on your core specialism
- Add one checklist post for a common customer task in your sector

## PHASE 4 AUTHORITY BUILDING (LONG GAME, COMPOUNDS OVER TIME)

- Ask every satisfied client for a Google or Trustpilot review – build a simple system for this
- Look for local press, Chamber of Commerce, and trade body mentions
- Write one case study per quarter – real situation, real outcome, real numbers
- Build deliberate internal links between related pages on your website
- Review and refresh all existing content every 90 days minimum
- Create and claim your Wikidata entry – free, takes 30-60 minutes

