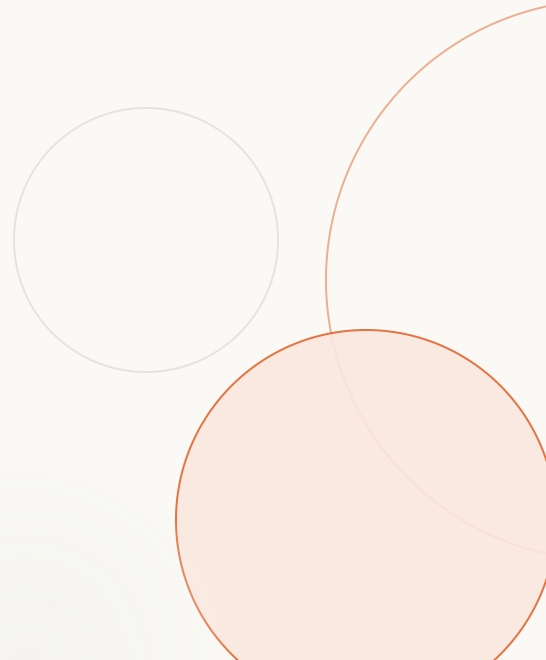


The AI-Findability *Checklist*

11 things your content needs so AI can find it,
read it, and cite it.

STRUCTURE IT TO BE READ (AEO) • MAKE IT WORTH CITING (GEO) • PROVE IT'S CURRENT



Answer Engine Optimization (AEO): How your content is structured so AI engines can read and pull answers from it.

☐ **Lead with the answer.**

If the answer isn't in your first sentence or two, the engine has already moved on to the next source.

☐ **Write headers that match questions people actually ask.**

Engines match your headers to the real question a prospect typed in, not the label you'd use in a brochure.

☐ **Define your terms in one clean sentence.**

A short, plain definition gets quoted. A paragraph gets summarized, or skipped entirely.

☐ **Make every section stand alone.**

An engine lifts one passage, not your whole page. A section that only makes sense with what came before it won't get cited.

☐ **Add a direct Q&A block.**

A clear question and answer is the easiest thing on your page for an engine to lift and quote, word for word.

☐ **Use lists and tables, not walls of prose.**

Structured content parses cleanly for a machine. Dense paragraphs don't.

Generative Engine Optimization (GEO): How valuable, distinct, trustworthy and authoritative your content is, so AI models will reference and cite it in their responses.

☐ **Say something no one else is saying.**

The safe, beige version of your point gives an engine nothing distinct to credit you for. Provide your point of view.

☐ **Tell one consistent story, everywhere.**

Same message across your site, bio, socials and directories. AI stitches all of it into one story about you, so don't hand it contradictions.

☐ **Show your credentials and track record (Experience, Expertise, Authoritativeness, and Trustworthiness, or EEAT).**

Engines, and clients, weigh who is behind the content. A named author, real credentials and lived experience are what mark you as a source worth citing.

☐ **Earn mentions off your own site.**

Reviews, directories, third-party articles. GEO weighs what others say about you, not just what you say about yourself.

• PROVE IT'S CURRENT

☐ **Date it, and keep that date current.**

A visible publish or update date tells both readers and engines this content is maintained, not abandoned.

Read the full article, "[Your next client will meet ChatGPT before they meet you.](#)"



Evelyn Fernandez
Principal & Founder, Threadco.
threadco.ca

