i.e. INTERACTIVE
Intentionally Effective. Digital Marketing That Works.

Tactic-by-Tactic Checklist for AI Overview Optimization

Content Optimization

Answer Questions Clearly & Concisely

☐ Use H2 or H3 headers phrased as questions
☐ Provide 2–4 sentence answers in clear, helpful language
☐ Use bullet points or numbered lists for steps and clarity

Build Authority on a Topic

☐ Create pillar content supported by related blog posts
☐ Link internally between all related topic pages
☐ Add author bios and cite reputable sources

Match Search Intent – Not Just Keywords

☐ Target long-tail keywords with real user phrasing
☐ Structure content to answer 'how', 'what', 'why' queries
☐ Address audience pain points and decision-making needs

Update Content Regularly

☐ Review and refresh content quarterly
☐ Update outdated stats, visuals, and examples
☐ Fix or remove broken internal and external links

Focus on Featured Snippet Optimization

☐ Use brief, structured answers at the top of sections
☐ Format content with lists, tables, or step-by-step instructions
☐ Optimize for questions found in People Also Ask boxes

Technical Optimization

Use Schema Markup Strategically

☐ Add structured data (FAQPage, HowTo, WebPage schema)
☐ Include metadata: author, publisher, last modified date
☐ Validate schema using a structured data testing tool

Prioritize Fast, Mobile-Friendly Pages

☐ Optimize all images and videos for faster loading
☐ Use responsive design tested across all screen sizes
☐ Audit performance regularly with Google PageSpeed Insights

Off-Site Optimization

Strengthen Inbound Links to Build Authority

☐ List site on reputable directories (e.g., BBB, industry orgs)
☐ Create downloadable resources others will reference
☐ Build relationships for guest blogging and backlink outreach