AEO Checklist 2026 — 8 core actions

Proof, effort and owner for each action. Printable working version — reviewed 12 November 2026.

✓	Action	Proof	Effort	Owner
☐	robots.txt allows AI bots (GPTBot, ClaudeBot, PerplexityBot)	Screenshot of robots.txt + crawl test	Low	Technical
☐	Structured data (Schema.org) on key pages	Validator report	Medium	Technical
☐	FAQ marked up with the AQA standard	Rendered FAQPage markup	Medium	Content
☐	Clear question-shaped headings on priority pages	Page extract before and after	Low	Content
☐	Author and sources identified (E-E-A-T)	Author page + cited sources	Medium	Content
☐	Brand mentioned consistently across the web	List of the 10 main citations	High	SEO lead
☐	AI bot tracking installed	First tracked bot visit	Low	Technical
☐	Baseline measurement recorded before any change	Dated response archive	Low	SEO lead

A mention is not a citation, and neither is a recommendation. Keep the question set identical between two runs to make them comparable. Source: AI Labs Audit glossary and methodology pages.