

SEARCH EXPERIENCE OPTIMIZATION

Checklist

1. SEO (SEARCH ENGINE OPTIMIZATION)

- ☐ Content is conversational, structured, and entity-based for AI extraction
- ☐ Technical SEO is up to date (site speed, mobile-friendliness, crawlability)
- ☐ Schema markup and structured data are correctly implemented
- ☐ Featured snippets and rich results are targeted for key queries

2. PAID MEDIA

- ☐ Paid campaigns complement organic SEO to fill gaps and protect branded terms
- ☐ AI-driven ad tools (Performance Max, etc.) are leveraged
- ☐ Paid and organic strategies are coordinated to maximize ROI
- ☐ Launches, promotions, or new products are amplified through paid media

3. AI / GENERATIVE SEARCH OPTIMIZATION

- ☐ FAQ content and structured Q&A formats are in place
- ☐ Topical authority is established through expert, credible content
- ☐ Trust signals (reviews, E-E-A-T) are incorporated across content
- ☐ Content is optimized for AI-generated summaries and conversational search

FINAL SXO CHECKS

- ☐ Paid, organic, and AI search efforts are aligned in a unified strategy
- ☐ Opportunities in emerging AI search experiences are monitored regularly
- ☐ KPIs measure both visibility and engagement/conversions
- ☐ Regular audits are conducted to adapt to evolving search landscapes

Search isn't just about being found anymore, it's about being chosen. Use this checklist to ensure your brand is part of the conversation.