

AI SEO Audit Checklist

20 practical checks for search visibility and qualified leads

Website: _____ Reviewed by: _____

Date: _____ Tick each item after reviewing it.

- ☐ **1.** Record search, analytics, lead, ranking, and AI-answer baselines.
- ☐ **2.** Verify robots rules and index directives.
- ☐ **3.** Fix status-code errors, redirect chains, and canonical conflicts.
- ☐ **4.** Confirm important content renders and performs well on mobile.
- ☐ **5.** Align the XML sitemap with canonical, indexable pages.
- ☐ **6.** Compare intended pages with actual index coverage.
- ☐ **7.** Consolidate duplication and improve or remove thin URLs.
- ☐ **8.** Clarify organization, people, services, and locations.
- ☐ **9.** Correct business facts across important profiles and directories.
- ☐ **10.** Give each priority page one clear purpose and a direct opening answer.

Prioritize barriers to crawling, indexing, business identification and lead completion.

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- ☐ **11.** Add evidence, examples, limitations, authorship, and honest dates.
- ☐ **12.** Improve navigation, breadcrumbs, contextual links, and orphan pages.
- ☐ **13.** Implement accurate, visible-content-supported structured data.
- ☐ **14.** Validate schema and maintain stable entity identifiers.
- ☐ **15.** Strengthen case studies, primary-source citations, reviews, and relevant mentions.
- ☐ **16.** Test a fixed set of AI prompts and record mentions, accuracy, competitors, and citations.
- ☐ **17.** Review local profiles, service areas, categories, and local proof.
- ☐ **18.** Test every form, telephone link, booking path, and confirmation.
- ☐ **19.** Measure qualified leads and outcomes - not only traffic and mentions.
- ☐ **20.** Rank fixes by impact, urgency, confidence, effort, and dependency.

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