

FREE RESOURCE

47-Point AI Authority Checklist

Use this to audit your current AI visibility. Check off what you have. What's missing is your roadmap.

When a buyer asks ChatGPT, Perplexity, or Gemini to recommend a vendor in your category, they get one answer. Either your business is in it, or you are invisible at the moment the decision is being made.

This gap is structural. And it is fixable. These 47 items are the structural signals AI reads when it decides who to recommend and who to skip.

01 Technical Infrastructure

12 items

- ☐ 01 Implement LocalBusiness or Organization schema markup for business identification
- ☐ 02 Add Person schema for all key team members
- ☐ 03 Create LocalBusiness schema for each location or service area
- ☐ 04 Install Organization schema with awards and recognitions
- ☐ 05 Add FAQ schema markup to all Q&A content
- ☐ 06 Implement Review and AggregateRating schema

- ☐ 07 Create BreadcrumbList schema for site navigation
- ☐ 08 Add Event schema for speaking engagements and public appearances
- ☐ 09 Install Article schema for all published content
- ☐ 10 Create WebPage schema with proper metadata on all pages
- ☐ 11 Implement Speakable schema for voice search optimization
- ☐ 12 Add ContactPoint schema for all locations and contact methods

02 Content Optimization

15 items

- ☐ 13 Create a comprehensive FAQ hub with 50 or more questions
- ☐ 14 Build individual service pages with specific examples and outcomes
- ☐ 15 Develop service area pages with local geographic focus
- ☐ 16 Write location-specific landing pages for each city or market served
- ☐ 17 Create industry-specific guides for your top verticals
- ☐ 18 Develop service comparison content for top buyer questions
- ☐ 19 Build a pricing or cost guide answering "how much does this cost"
- ☐ 20 Create process or timeline educational content for buyers
- ☐ 21 Develop case study pages that show results without violating confidentiality

- ☐ 22 Build a thought leadership section updated regularly
- ☐ 23 Create a glossary of industry terms with clear definitions
- ☐ 24 Build a client resource center with downloadable guides
- ☐ 25 Write meta descriptions on every page optimized for AI extraction
- ☐ 26 Develop Q&A format content throughout the site, not just in FAQ sections
- ☐ 27 Build comparison pages versus alternatives using straightforward positioning

03 Authority Signals

10 items

- ☐ 28 Aggregate and display all awards and recognitions with schema markup
- ☐ 29 Create a media mentions and press coverage section
- ☐ 30 Build a publication library for thought leadership content
- ☐ 31 Display speaking engagement history with Event schema
- ☐ 32 Add credentials and certifications with schema markup
- ☐ 33 Create a results or outcomes section showing measurable impact
- ☐ 34 Build a client testimonial section with Review schema
- ☐ 35 Display years in business and founding date prominently
- ☐ 36 Add professional association memberships with links

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- ☐ 37 Create an expertise taxonomy for each team member or service area
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04 Trust Signals

10 items

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- ☐ 38 Integrate and display Google Reviews with AggregateRating schema
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- ☐ 39 Add third-party badges and industry awards with schema
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- ☐ 40 Create and link to security and privacy policy pages
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- ☐ 41 Display physical address on every relevant page
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- ☐ 42 Add BBB accreditation if applicable, with schema markup
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- ☐ 43 Build a trust signals footer section visible sitewide
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- ☐ 44 Create a client logo or partner section with permission
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- ☐ 45 Add professional photography for all key team members
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- ☐ 46 Display response time commitments to set buyer expectations
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- ☐ 47 Create pricing transparency indicators so buyers know what to expect
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