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AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN BUSINESSES

Getting found in AI search: ten checks for your site.

These checks help your business get mentioned and cited in ChatGPT, Google AI Overviews, Gemini, Perplexity and Copilot. Tick each one your key pages pass.

- [ ] **01** **Each page leads with the answer** — Answer first
  A clear one or two sentence answer at the top of each page or section.
- [ ] **02** **Headings say what each section answers** — Easy to extract
  Descriptive headings, often phrased as the question people ask.
- [ ] **03** **Lists and tables for comparisons and steps** — Structure
  Structured content is easier for AI tools to quote accurately.
- [ ] **04** **FAQ sections on key pages** — FAQs
  Real questions customers ask, with short, plain answers.
- [ ] **05** **Structured data added** — Machine readable
  Organisation, LocalBusiness, FAQ and article schema where relevant.
- [ ] **06** **Business details accurate everywhere** — Entity clarity
  Name, services, location and contact details consistent across the web.
- [ ] **07** **Content is accurate and sourced** — Trust
  Claims backed by sources, written by people who know the subject.
- [ ] **08** **Brand mentioned on reputable sites** — Authority
  Directories, industry associations, partners and Australian media.
- [ ] **09** **Traditional SEO is solid** — Foundation
  Pages indexed, fast, mobile-friendly and well linked. AI tools still rely on it.
- [ ] **10** **You check how AI describes you** — Monitor
  Ask the main AI tools about your services and location, and note what they say.

Where to start

Pick your five most important pages. Add a direct answer at the top, clear question headings and an FAQ to each, then check they are indexed in Search Console.

Be wary of

Anyone guaranteeing citations in ChatGPT or AI Overviews. Nobody controls those answers. Good AEO builds on good SEO and accurate content.

Full guide: high10.com.au/blog/ai-search-visibility-aeo-geo

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