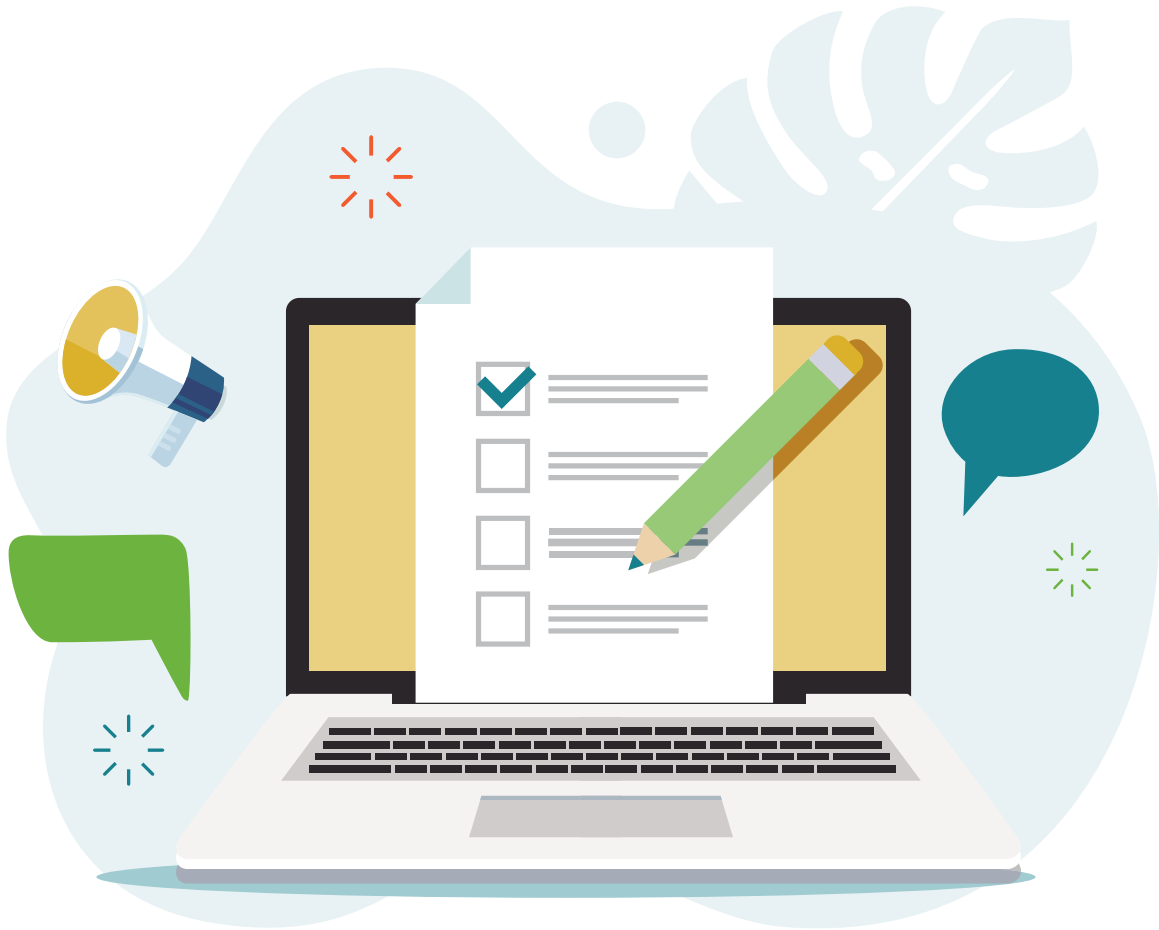




The AI Visibility Checklist

Every significant content investment should strengthen your authority.

Before publishing your next article, ask yourself these questions.



Expertise

- | | | |
|------------------------------|-----------------------------|--|
| ☐ Yes | ☐ No | Does this content answer a real customer question? |
| ☐ Yes | ☐ No | Does it contain original insights or firsthand experience? |
| ☐ Yes | ☐ No | Are we saying something competitors cannot easily copy? |
-

Authority

- | | | |
|------------------------------|-----------------------------|---|
| ☐ Yes | ☐ No | Have we included credible research and supporting evidence? |
| ☐ Yes | ☐ No | Will our subject matter experts feel comfortable sharing this content? |
| ☐ Yes | ☐ No | Can this topic support speaking opportunities, guest articles or podcast discussions? |
-

Clarity

- | | | |
|------------------------------|-----------------------------|--|
| ☐ Yes | ☐ No | Is the article easy to scan? |
| ☐ Yes | ☐ No | Have we used descriptive headings? |
| ☐ Yes | ☐ No | Have we included summaries, examples and supporting visuals? |
-

Amplification

- | | | |
|------------------------------|-----------------------------|---|
| ☐ Yes | ☐ No | Do we have a promotion plan? |
| ☐ Yes | ☐ No | Will this become executive thought leadership? |
| ☐ Yes | ☐ No | Can it be repurposed into multiple formats? |
| ☐ Yes | ☐ No | Have we equipped employees and sales teams to share it? |
-

Optimization

- | | | |
|------------------------------|-----------------------------|---|
| ☐ Yes | ☐ No | Have we optimized the page for SEO? |
| ☐ Yes | ☐ No | Have we scheduled an annual content review? |
| ☐ Yes | ☐ No | Will we measure its long-term performance? |