WILL AI EVER RECOMMEND YOU?

30-Day AEO Checklist

PROFESSIONAL DEVELOPMENT
Powered by RAB®

Make your broadcaster trust easy to find, understand, and recommend.

WEEK 1 AUDIT

- [ ] Select 10 priority pages tied to recurring local questions.
- [ ] Confirm each page is public, visible, and text-rich. Check
- [ ] robots.txt, current tokens and correct folders.
- [ ] Record a baseline: discover, understand, substantiate.

WEEK 2 CLARIFY

- [ ] Align station name, call letters, market, people, and profiles.
- [ ] Apply headers that make pages AEO compatible. (JSON-LV structured)
- [ ] Validate appropriate various website elements for consistency across pages.
- [ ] Add Back-links to specific stories/pages on your site referenced in articles

WEEK 3 PROVE

- [ ] Make authors, datelines, published/updated dates visible.
- [ ] Link primary sources and explain first-hand reporting.
- [ ] Add useful captions, alt text, transcripts, and context.
- [ ] Add hyperlinks to outside source material.

WEEK 4 MEASURE

- [ ] Revalidate access and structured data after publishing.
- [ ] Track search, referral, engagement, and citation patterns.
- [ ] Us AI engine to test content visibility on your site.
- [ ] Publish the learning and choose the next 10 pages.

THE THREE-TEST SCORE

Discover ____ / 5 Understand ____ / 5 Substantiate ____ / 5

Reference guidance: Google Search Central structured data and AI optimization documentation; OpenAI publisher FAQ.

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