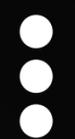


AEO

Checklist

 **phillipsgroup**

AEO Optimisation Checklist:

Finding the Right Questions

- Identify what questions your audience asks
- Use Google Search Console to uncover question-based queries
- Look for early-phase questions that signal future needs/wants

Structure for Direct Answers

- Write content around specific, searchable questions
- Write headers as clear, direct questions
- Follow each question with a short, precise answer (2–4 sentences)

Improve Scanability & Extraction

- Use bullet points, numbered lists, or short paragraphs
- Keep answers concise and direct
- Prioritise clarity, accuracy and structure
- Use a conversational tone
- Focusing on the who, what, when, where, why, and how