

SEO + AI Discovery Checklist

Answer Engineering steps to get found by search engines and AI assistants alike.

TOOLKIT

Foundations

- ☐ Each property/location has a dedicated, indexable page
- ☐ Titles and descriptions answer real guest questions
- ☐ Fast load, clean structure, descriptive image alt text

TOOLKIT

Answer Engineering

- ☐ Content directly answers the questions guests ask AI and search
- ☐ FAQ / structured answers for 'best time to visit', 'things to do', etc.
- ☐ Local authority content tied to your area and guest intent
- ☐ Schema / structured data where relevant

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AI visibility

- ☐ Brand and properties described consistently across the web
- ☐ Reviews and mentions that AI can cite as proof