

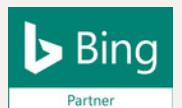
AI Search Optimisation Action Checklist. 2026 Edition

A practical framework for staying visible in
ChatGPT, Gemini, and Perplexity.

www.fsedigital.com



The search specialists



How to Use This Checklist

This checklist is designed to be worked through, not skimmed. Each checkbox represents a concrete action. If you cannot tick an item, it clearly shows where focus is needed next.

Use this as a quarterly audit or as a starting point for improving AI visibility in 2026.

1. How AI Currently Sees Your Brand

- Search your brand name in ChatGPT, Gemini, and Perplexity using a logged-out or fresh session
- Record whether your brand appears without prompting
- Note how your brand is described (expert, vendor, example, or not mentioned)
- Identify which third-party sources AI tools reference

2. Test Commercial AI Prompts

- Create a list of five realistic buyer prompts
- Examples:
- Best [product] for [use case] in 2026
 - Top [service] providers for [industry]
- Run each prompt in ChatGPT, Gemini, and Perplexity
 - Log the following for each:
 - Mentioned: Yes or No
 - Position: Early, middle, late, or not present
 - Repeat this test monthly

3. Identify AI-Style Search Queries

- Export queries from Google Search Console
- Filter for searches with seven or more words
- Group queries by topic or intent
- Identify gaps where no dedicated page exists

AI visibility starts before rankings. Page one focuses on understanding your current position.

4. Make Pages AI-Readable

- Identify your top ten priority pages
- Add a clear summary paragraph near the top of each page
- Use plain, descriptive headings
- Remove filler content and vague introductions
- Ensure each page answers one clear intent

5. Build Brand Mentions Deliberately

Local businesses

- Google Business Profile fully completed
- Reviews encouraged and responded to

Ecommerce brands

- On-site reviews visible
- Presence on trusted marketplaces

SaaS companies

- Active G2 and Capterra profiles
- Recent, detailed reviews
- Secure at least one new third-party brand mention per quarter

6. Separate AI Traffic in Analytics

- Create GA4 filter for ChatGPT referrals
- Create GA4 filter for Perplexity referrals
- Create GA4 filter for Claude and other AI tools
- Review AI traffic trends monthly

7. Replace Low-Value Content

- Identify generic informational pages
- Decide whether to improve, merge, or remove each page
- Prioritise creating:
 - Case studies with real metrics
 - Experiment write-ups
 - Process documentation
 - Opinion-led insights

8. Set a Review Rhythm

- Review AI visibility monthly
- Re-run commercial prompt tests quarterly
- Update priority pages based on AI behaviour changes
- Treat AI optimisation as an ongoing system

Final reminder

AI search rewards brands that are trusted, present, and useful before a user ever clicks. Teams that work through this checklist early will not just protect traffic. They will shape how their category appears inside AI-driven answers.

About FSE Digital.

fseDigital

“Having worked with the team for many years now, I can confidently say they’re a fantastic team of hard working people who go above and beyond.”

FSE Digital are search specialists.

We started in 2011 as Freelance SEO Essex, a local agency set up to help start-ups and small companies with their SEO (Search Engine Optimisation). Since then, we’ve grown our expertise to support small to medium sized businesses across London and the South-East with integrated search campaigns, including SEO, PPC (Pay Per Click), Social Media and Web Design.

Digital marketing can be an area that is difficult to understand - we help clients cut through the noise with a transparent and consultative approach.



What We're Really Good At.

fseDigital



SEO

Search engine optimisation for improved visibility.



PPC

Paid advertising across search and display.



Content

Creation of on-brand written content.



Email Marketing

Automated and campaign-based email marketing.



Social Media

Management of organic and paid social.



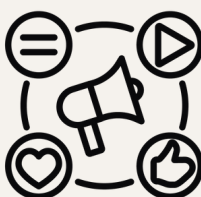
Website Design

Design and build of responsive websites.



LinkedIn Prospecting

Targeted outreach and lead generation.



Digital PR

Media outreach and link-building activity.



Photography

Professional photography for digital and print.

Get in touch.

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