PRACTICAL RESOURCE / BUILD A PRODUCT

SEO + AEO publishing checklist

Build a Product · buildaproduct.live

Help people and search systems understand your most useful content.

One real audience question selected.

Your notes:

Clear direct answer and useful original example.

Your notes:

Claims checked against reliable sources.

Your notes:

Accurate authorship and dates where relevant.

Your notes:

Descriptive page title and logical headings.

Your notes:

Internal links to related useful pages.

Your notes:

Crawlability and indexing intent checked.

Your notes:

Structured data matches visible content, if used.

Your notes:

Mobile readability and accessibility checked.

Your notes:

Review performance and update outdated content.

Your notes:

Use this worksheet as a starting point. Revise it based on real evidence from your own product.