

# Realigning your content for AI search.

## A Practical Checklist for 2026

### Clear, Helpful Content Comes First

- Does each page answer a clear, real-world question?
- Can the core idea be summarized in 40–60 words?
- Are introductions direct, useful, and free of fluff?

### Experience and Trust Matter More Than Ever

- Does the content reflect first-hand experience or original insight?
- Are claims supported with data, outcomes, or proof?
- Is authorship clear and credible?

### Structure Creates an Advantage

- Are headings clear, descriptive, and easy to scan?
- Is content broken into digestible sections or bullets?
- Would an AI tool, or a busy reader, easily understand the main points?

### Brand Presence Extends Beyond Your Website

- Is your brand mentioned consistently across channels?
- Are partnerships, thought leadership, and PR discoverable?
- Does your online presence reinforce what you want to be known for?

### Optimization Is Ongoing

- Are you auditing existing content, not just creating new content?
- Are you paying attention to how AI tools describe your brand today?
- Do you have a plan to adapt as search continues to evolve?

