

AI Content Writing Checklist

References:

[AI Content Humanizer Bot](#)

Guide:

Phase 1: The Strategic Shift – Understanding the New Rules of AI Search

This initial phase focuses on adapting your mindset from traditional SEO to an AI-first content strategy.

- **Acknowledge AI as the New Gatekeeper:** Recognize that your audience is increasingly using AI chat for answers. Your new goal is to be cited and recommended in AI-generated responses.
- **Value AI-Referred Visitors:** Focus resources on AI driven traffic as visitors coming from an AI recommendation are often ready to buy, leading to higher conversion rates.
- **Prioritize Brand Mentions Over Backlinks:** Focus on getting your brand mentioned on trusted third-party sites like Reddit, Quora, and industry blogs.
- **Embrace Hyper-Specificity:** Shift from creating broad articles to hundreds of specific pages that answer niche, long-tail questions (e.g., "best CRM for a small law firm in Chicago").
- **Leverage Original Data:** Identify and use your unique business data, such as customer statistics, case studies, or internal research, as this is highly valued by AI.

Phase 2: Laying the Foundation – Your AI-First Content Strategy

This phase is about building a deliberate plan based on a deep understanding of your ideal customer.

- ☐ **Define Ultra-Specific Personas:** Move beyond general demographics. For each target audience segment, list their specific challenges and the questions they ask when they are ready to make a purchasing decision.

- ☐ **Target Bottom-of-the-Funnel Queries:** Brainstorm and focus on highly specific questions that potential customers who are ready to buy would ask.
- ☐ **Uncover Your Unique Data:** Find proprietary information within your business, like customer success metrics or internal findings, quick reports, trends and surveys that you can build that can be turned into content AI models will favor.

Phase 3: The Blueprint – Crafting the Core Content

This section details how to create a well-structured foundation for your content that AI can easily understand.

- ☐ **Choose a High-Impact Format:** Structure your content as listicles or comparative pieces (e.g., "[Best X for Y](#)", "Alternative to X", "Better than X"), using comparison tables and ordered lists, as these are frequently cited by AI.
- ☐ **Generate a First Draft with AI:** Use a tool like ChatGPT with a very specific prompt to create your initial draft.
 - ☐ Example Prompt: "Write a clear answer to 'best accounting software for a 5-person plumbing business in Texas.' Explain it for a beginner. Structure it as a listicle comparing the top 3 solutions in a table, focusing on features like price, invoicing, and mobile access. Start by directly answering the question in the first paragraph."
- ☐ **Structure for "[Semantic Chunking](#)":** Break your content into small, self-contained sections where each paragraph answers a single, specific question.
- ☐ **Implement On-Page SEO Checklist:**
 - ☐ **Page Title:** Include the main keyword and the current year (e.g., "Best Payroll for Canada in 2025").
 - ☐ **URL Slug:** Use the primary keyword in the URL (e.g., /best-payroll-canada-2025).
 - ☐ **Meta Description:** Add your primary keyword to the meta description.
 - ☐ **H1 Heading:** Ensure the primary keyword is in the main <h1> heading.
 - ☐ **First Sentence:** Place the keyword in the first sentence of your article.
 - ☐ **Schema Markup:** Use Author Schema to signal expertise and FAQ Schema to define questions and answers.

Phase 4: Enrichment – Adding Depth, Authority, and Trust

This is the crucial human-led phase where you transform the AI-generated draft into an authoritative resource.

- ☐ **Manually Edit for Uniqueness:**

- ☐ Remove generic or repetitive sentences.
- ☐ Add your unique data, proprietary insights, and real-world examples.
- ☐ Ensure the tone aligns with your brand and the answer is clear and helpful.
- ☐ **Weave in "Named Entities":** Mention other well-known brands, products, or experts in your topic's context (e.g., comparing your product to competitors like HubSpot).
- ☐ **Integrate E-E-A-T Signals (Experience, Expertise, Authoritativeness, Trustworthiness):**
 - ☐ Experience: Describe your firsthand use of the product or service.
 - ☐ Expertise: State your qualifications (e.g., "With 15 years in the financial industry...").
 - ☐ Authoritativeness: Mention accolades or recognition (e.g., "As seen in...").
 - ☐ Trustworthiness: Note how you ensure accuracy (e.g., "This data was last updated on...").
- ☐ **Answer "People Also Ask" (PAA) Questions:**
 - ☐ Google your main keyword and find the "People Also Ask" section.
 - ☐ Turn these questions into H2 headings in your article.
 - ☐ Answer each question directly in the first sentence before elaborating.
 - ☐ Use any remaining questions to create an FAQ section at the end.
- ☐ **Add a "Quick Answer" Summary:** At the top of the article, right after the main heading, add a "Key Takeaways" or "TL;DR" section with a few bullet points that directly answer the user's primary question.

Phase 5: Scaling and Amplification – Getting Your Content Cited

The final phase focuses on producing content at scale and ensuring it gets seen by users and AI models.

- **Scale Production with AI-Powered Systems:** Create workflows to batch-produce articles for different personas, ensuring each one goes through the human enrichment phase.
- **Get Referenced on Trusted Third-Party Sites:** Pitch your unique data and insights to be featured on sites that AI language models often cite, such as Reddit, Quora, and reputable industry publications.
- **Cross-Post to Build Consensus:** Share summaries or key findings from your content on platforms like LinkedIn and relevant subreddits to increase the likelihood of AI citation.
- **Optimize Your Site Structure for AI:**
 - Ensure a clear menu structure for easy navigation.
 - Check that your robots.txt file is not blocking crawlers.

Related Tools

Question/Answer Research Tools:

- <https://answerthepublic.com/> - Now includes people also ask questions
- <https://sparktoro.com/> - First party on-device click data of your specific audiences (click-stream data)
- <https://answersocrates.com/> - Questions and answer Research
- <https://www.seo.com/soovle/> - Quick insights on keyword related searches from top sources like Google, Bing, Youtube, etc.
- <https://questiondb.io/> - Question Research Tool

AI Detection Software (These have their own ways to measure so there's not one to rule them all)

- <https://www.grammarly.com/ai-detector> (Personal Choice)
- <https://www.zerogpt.com/>
- <https://app.gptzero.me/>