



# Adapt for 2025: SEO and AI Search Optimization Checklist

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**SANWAL ZIA**

[optimizewithsanwal@gmail.com](mailto:optimizewithsanwal@gmail.com)  
+92-319-631-6898  
[www.optimizewithsanwal.com](http://www.optimizewithsanwal.com)

# Table of Contents

Introduction

---

Technical SEO

---

On-Page SEO

---

Content  
Optimization

---

User Experience (UX)  
Enhancements

---

Off-Page SEO

---

AI Integration in SEO

---

Conclusion



# Overview

- ▲ The SEO & AEO Checklist for 2025 is a simple and practical guide to help businesses keep up with the fast-changing world of search. As AI-powered search engines like Perplexity and ChatGPT Search grow alongside Google, it's important to optimize for both. This checklist focuses on the key steps you need to take for better visibility across platforms. From improving your website's technical health to creating content that works for both humans and AI, this guide provides clear and actionable steps to help your site stay ahead in 2025.

## GOALS AND STRATEGY



The goal of this checklist is to equip businesses with the tools and insights needed to succeed in both traditional search engines like Google and emerging AI-driven platforms such as Perplexity and ChatGPT Search. The strategy emphasizes a balanced approach: combining foundational SEO techniques with cutting-edge AEO practices to create a seamless experience for users and AI algorithms alike. By focusing on technical precision, conversational content, and AI adaptability, this checklist aims to future-proof your website, ensuring sustainable growth and maximum visibility in 2025 and beyond.



### Who We Are

Optimize with Sanwal simplifies SEO for businesses. We focus on practical steps that work for search engines and users. Our methods improve visibility, fix technical issues, and adapt to AI-driven search engines. We prioritize clear advice and actionable strategies to grow your online presence.

### Our Values

1. Clarity: Simple and easy-to-follow guidance.
2. Simplicity: Removing unnecessary complexity.
3. Trust: Honest communication and realistic goals.
4. Results: Focused on strategies that deliver measurable outcomes.

We aim to make SEO straightforward and effective for everyone.

# 1. Technical SEO (Google & AI Search Engines)

**Purpose:** Ensure seamless crawling, indexing, and adaptability to AI-driven technologies.

**Impact:** Builds a robust foundation for search visibility and performance.

## ENABLE HTTPS (SECURE YOUR WEBSITE)

| What It Is:                                       | Why It Matters:  | How to Do It:   | Google's Advice:                                   |
|---|--|---|--|
| HTTPS encrypts data, ensuring secure connections. | Google announced in 2014 that HTTPS is a ranking factor. Chrome marks non-HTTPS websites as "Not Secure," deterring users. | Install an SSL certificate through your hosting provider or a third party. Use tools like <a href="#">SSL Checker</a> to verify implementation. | "HTTPS is critical for data privacy and security." |

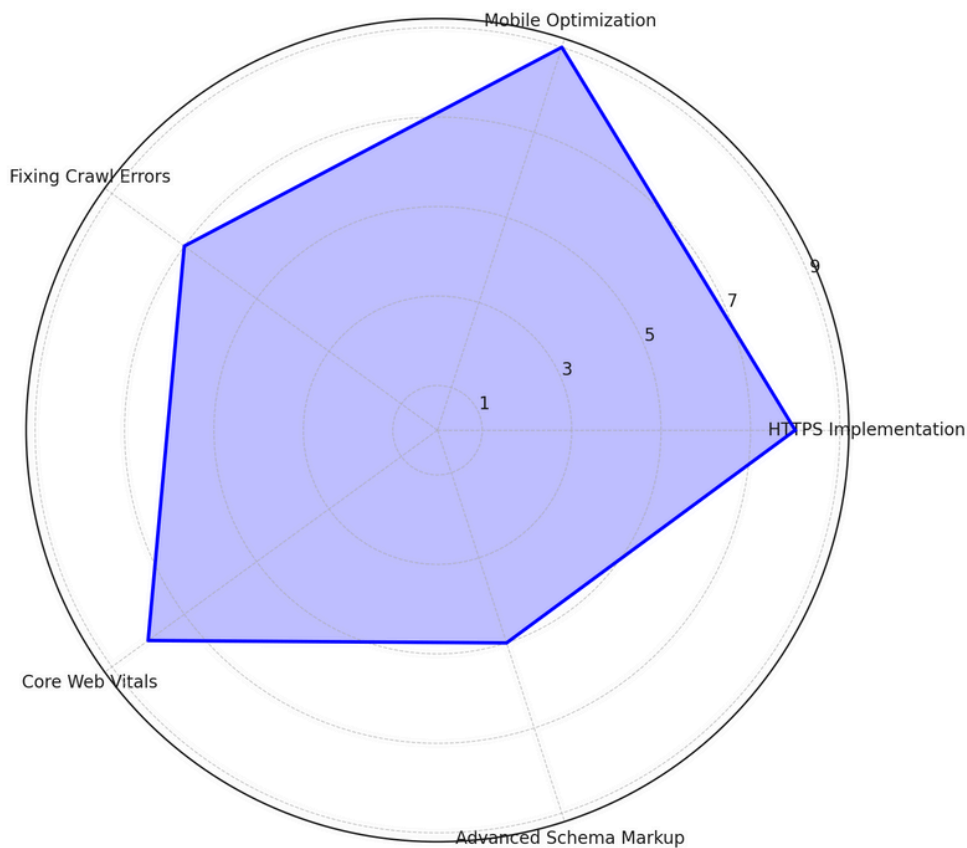
## OPTIMIZE FOR MOBILE

| What It Is:   | Why It Matters:  | How to Do It:  | Google's Advice:   |
|---|--|--|--|
| Mobile optimization ensures your site performs well on smaller screens. | Google uses mobile-first indexing, meaning mobile performance impacts rankings. Over 60% of searches now come from mobile. | Use BrowserStack to test your website on real devices for accurate mobile performance insights. Check touch element sizes, readability, and responsive design across different screen sizes. | "A responsive design is the recommended configuration for mobile." |

# FIX CRAWL ERRORS

| What It Is:                                       | Why It Matters:  | How to Do It:   | Industry Insight:   |
|---|--|---|---|
| Errors prevent Google from indexing your website. | Crawl errors waste your crawl budget and lead to poor indexing | Check Google Search Console under 'Indexing.' Fix 404s, redirects, and server issues. | Semrush recommends a monthly audit of crawl errors to avoid ranking drops |

Technical SEO Readiness (Google & AI Search Engines)



## 2. On-Page SEO

**Purpose:** Optimize individual pages for target keywords and improve user engagement.

**Impact:** Increases search visibility, CTR, and relevance for specific queries.

### OPTIMIZE META TITLES AND DESCRIPTIONS

| What It Is:   | Why It Matters:   | How to Do It:  | Google's Advice:                                  |
|---|---|--|---|
| Meta tags summarize page content in search results. | Well-crafted meta tags improve CTR and keyword targeting. | Keep titles under 60 characters, descriptions between 130-155. Use primary keywords naturally. | "Make titles concise, descriptive, and relevant." |

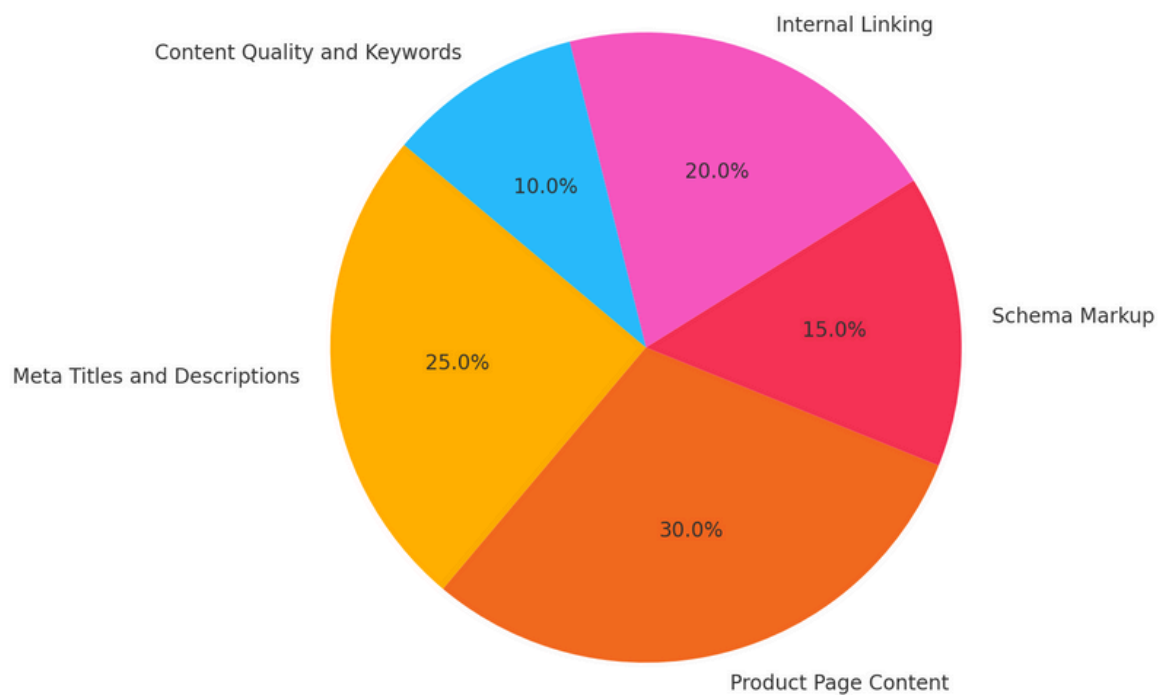
### IMPROVE PRODUCT PAGE CONTENT

| What It Is:  | Why It Matters:  | How to Do It:   | Amazon's Advice:  |
|--|--|---|---|
| Descriptions help search engines and users understand your products. | Unique, detailed descriptions prevent duplicate content penalties and improve relevance. | Highlight benefits, use keywords naturally, and include dimensions, usage, and materials. | "Focus on features and benefits to guide buying decisions." |

## USE SCHEMA MARKUP

| What It Is:  | Why It Matters:   | How to Do It:   | Industry Insight:  |
|--|---|---|--|
| Structured data helps search engines understand your page. | Boosts chances of rich snippets (e.g., star ratings, prices) in search results. | Use Google's Structured Data Markup Helper. Focus on Product, Breadcrumb, and Review schemas. | "Structured data makes your site eligible for rich results tests." |

Focus Areas in On-Page SEO (2025)



# 3. Content Optimization

**Purpose:** Craft content that resonates with human users and AI engines.

**Impact:** Establishes topical authority, builds trust, and improves rankings.

## WRITE FOR CONVERSATIONAL AI QUERIES

| What It Is:  | Why It Matters:   | How to Do It:   | AI Relevance:  |
|--|---|---|--|
| Optimizing content for natural language questions. | AI search engines prioritize content that answers specific, user-focused queries. | Use tools like AnswerThePublic to identify conversational keywords. | Create content structured as direct answers to increase inclusion in AI responses. |

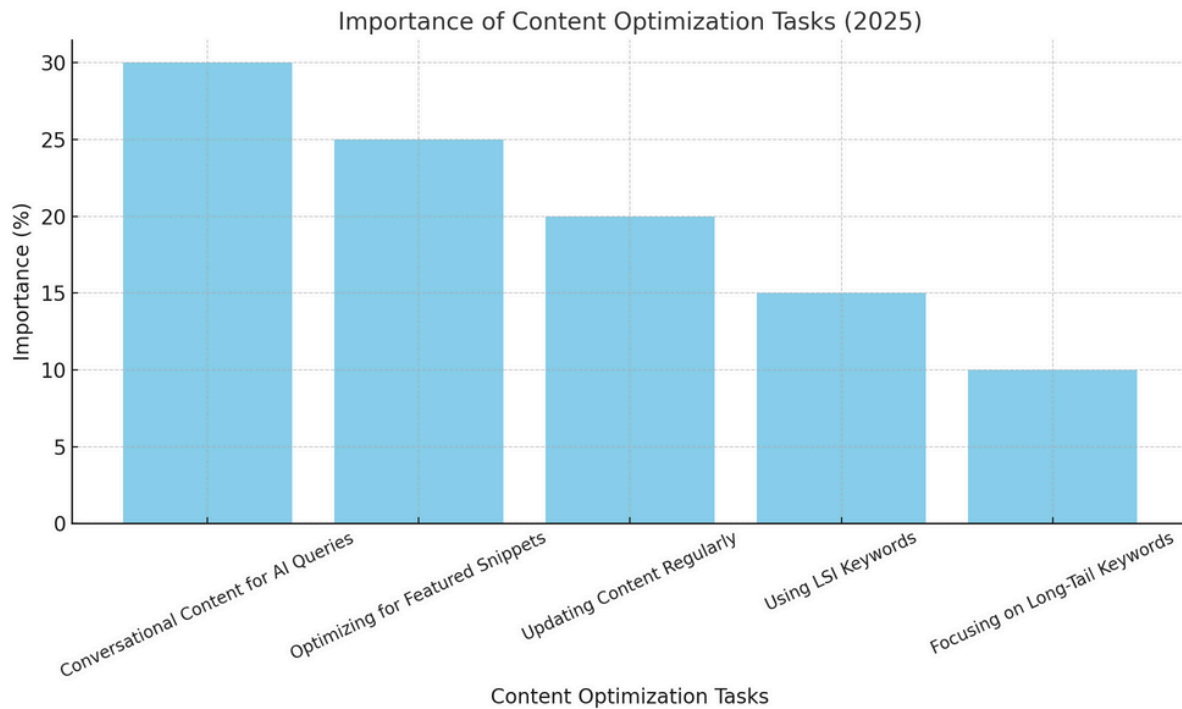
## OPTIMIZE FOR FEATURED SNIPPETS

| What It Is:  | Why It Matters:  | How to Do It:   | Google's Advice:   |
|--|--|---|--|
| Structuring content to appear as direct answers in search results. | Featured snippets are frequently referenced in AI answers. | Use clear H2 and H3 headings, concise definitions, and bullet points. | "Content that ranks as a snippet is often the most relevant to queries." |



## UPDATE CONTENT REGULARLY

| What It Is:   | Why It Matters:   | How to Do It:   | Key Insight:  |
|---|---|---|---|
| Keeping content fresh and relevant to current trends. | AI engines reward updated information, considering it more authoritative. | Use a content calendar to refresh blogs, statistics, and strategies annually. | "AI-driven search relies on timeliness for accuracy." |



# 4. User Experience & Engagement

**Purpose:** Improve user interaction with your site to satisfy AI and Google metrics.

**Impact:** Higher engagement rates boost rankings and user retention.

## ENHANCE ACCESSIBILITY

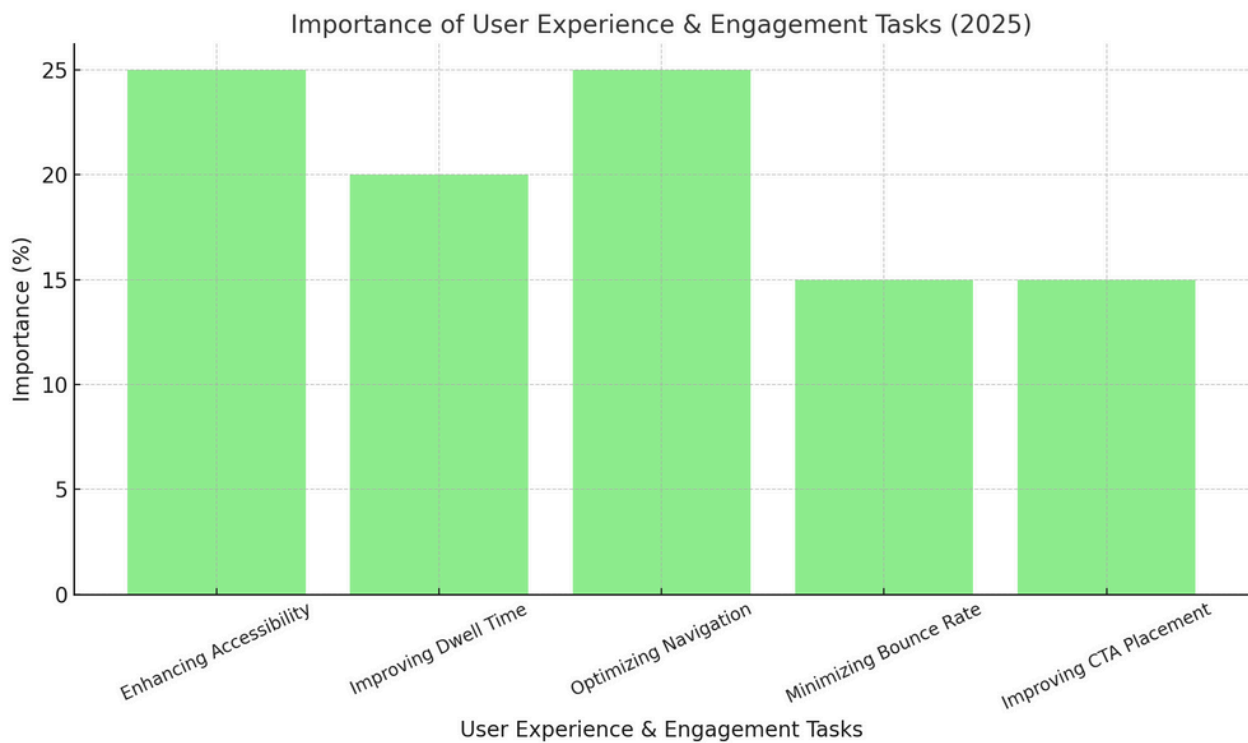
| What It Is:   | Why It Matters:   | How to Do It:  |
|---|---|--|
| Ensuring your site is usable by all users, including those with disabilities. | Accessibility improves user satisfaction and is an AI ranking factor. | Use tools like WAVE to audit accessibility. Include alt text, ARIA roles, and proper tab navigation. |

## FOCUS ON DWELL TIME

| What It Is:                                 | Why It Matters:  | How to Do It:  |
|---|--|--|
| The amount of time a user spends on a page. | Google and AI consider dwell time as an engagement signal. | Use engaging visuals, clear CTAs, and internal links to retain visitors. |

# OPTIMIZE FOR VOICE SEARCH

| What It Is:                                   | Why It Matters:  | How to Do It:   |
|---|--|---|
| Ensuring content aligns with how users speak. | AI search engines and voice assistants favor conversational phrases. | Include long-tail keywords and question phrases like "How to" or "What is." |



# Contact us for further inquiries

SEO is evolving rapidly, and 2025 brings new opportunities with AI-driven platforms. By following this checklist, you'll not only stay competitive in Google rankings but also tap into the future of search through AI optimization. At Optimize with Sanwal, we're here to guide you in every step of your digital journey. Let's embrace the future of SEO together!



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**OPTIMIZE  
WITH SANWAL**

[www.optimizewithsanwal.com](http://www.optimizewithsanwal.com)  
[optimizewithsanwal@gmail.com](mailto:optimizewithsanwal@gmail.com)  
+92-319-631-6898