

(LUNCH_&_LEARN_)

THE SEO CHECKLIST YOU WISH YOU'D HAD SOONER

A repeatable AI content workflow, with the checklist baked in.

[THE_DEAL_]

WHAT YOU'LL WALK OUT WITH

01 A repeatable AI content workflow

02 The actual SEO checklist, baked into the workflow, not bolted on

03 A start made on something of your own, today

ONE PAGE, START TO FINISH, TOGETHER

FEED IT

A workflow that loads the right context



CHECK IT

The pre and post-launch checklist

- You build as we go: two quick exercises, one subject of your own.

Pick a subject in 60 seconds, leave with real assets for it.

PICK YOUR SUBJECT

Write down one thing you'd like to rank for.

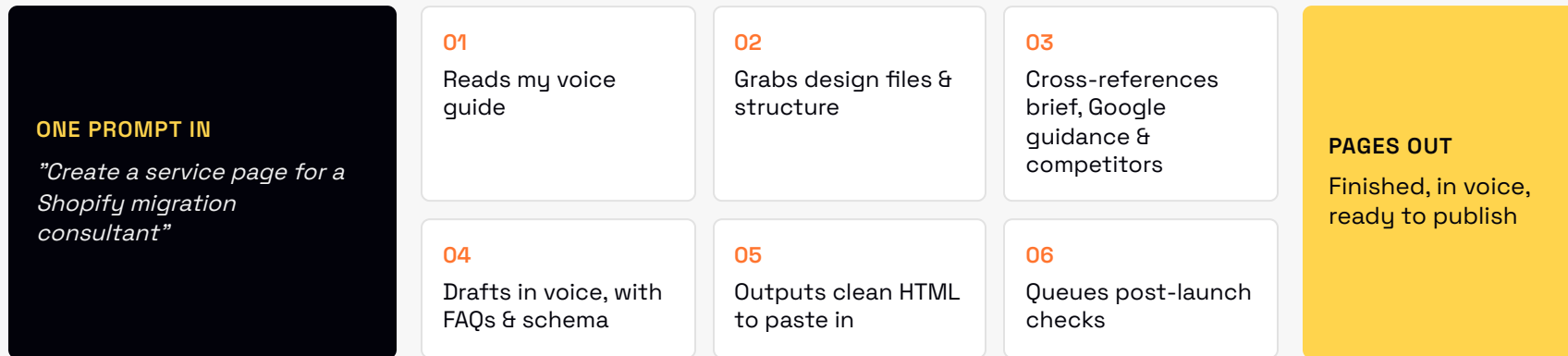
- Your own freelance site or a service you offer is easiest
- Any page works: a service, collection, About or blog page, or a topic you know well

MY ACTUAL SETUP

Claude writing a "Shopify migration consultant" service page, start to finish.

> Ignore how it works for now, just watch how quick it is. We'll pull it apart next.

ONE LINE IN, PAGES OUT



One instruction, because the setup was there. **The magic isn't the prompt, it's everything loaded behind it.**

(THE_PRINCIPLE_)

**Better input,
better output.**



(INGREDIENTS_)

FIVE THINGS, LOADED ONCE

01

Google's quality guidelines

The bar "good" is measured against

02

Tone of voice

The client's, or your own

03

Brand guidelines

The rules it must not break

04

Your own resources

Brief, angle, the points you want made

05

Keyword research + Search Console

What to target, and what already works

Load these once. Every page inherits them.

TONE OF VOICE

- AI can reverse-engineer a brand voice from whatever already exists
- Sources: existing web copy, past emails, About pages, old blogs
- Pick the *best* examples, not everything

(EXERCISE_)

~5 MIN

GENERATE A TONE-OF-VOICE GUIDE

Grab any real writing in 30 seconds: your own site copy, a couple of your emails, or the About page of a brand whose voice you like.

PROMPT

"Analyse the writing style based on the documents attached and give me a tone-of-voice guide I can reuse: voice, sentence style, words they use and avoid and formatting habits. Give me this in a downloadable markdown file format."

Save the output, you'll reuse it later.

DON'T GUESS WHAT "GOOD" MEANS

- Feed it Google's own guidance: E-E-A-T + the Search Quality Rater Guidelines
- "Creating helpful, reliable, people-first content"
- Add the brand's own rules: style guide, words to avoid, claims it can't make
- **Together: writes to Google's bar, in the brand's tone**

(INGREDIENT_)

KEYWORDS: IDEAS, NOT NUMBERS

AI IS GREAT AT

- Expanding a seed into topics
- Grouping related questions
- Spotting intent and angles

AI IS UNRELIABLE AT

- Actual search volumes
- Difficulty scores
- It isn't plugged into live data, and it'll confidently invent the numbers

Ideate with AI. Get the real numbers from a data source.

[SETUP_]

WHERE IT ALL LIVES: ONE PROJECT PER CLIENT

- ChatGPT Projects, Gemini Gems or Claude Projects = a reusable container
- Load once: tone of voice + quality docs + brand facts
- Every chat inside it inherits the context

One project per client. New page = new chat, context already loaded.

ONE FILE THAT BAKES THE CHECKLIST IN

- A markdown file you load into the project once, alongside your ingredients
- It tells the AI to *produce* the SEO work, not bolt it on after
- It adapts to the page type, and asks you what it needs before drafting

The trigger prompt stays short. This file is the brief behind it. It's a public Google Doc, copy and paste it straight in.

• The Page Builder • Part 1

[Copy it from the Google Doc ↗](#)

WHAT'S INSIDE

Asks you questions first

Question H2s

FAQs you choose

Internal + external links

Meta title + description

Alt text

Schema

Clean HTML

IT ASKS BEFORE IT WRITES

• The Page Builder.md

copy it, paste it, keep it

You give it three things: **page type**, **target keyword**, **brand**. It works the rest out with you.

FIRST IT ASKS YOU

- The angle, and any proof points only you have
- Which FAQs to answer, so you can check People Also Ask and paste the real questions back
- Where the internal links should point
- Anything it would otherwise invent

THEN IT WRITES, INCLUDING

- The right shape for that page type, not a blog template every time
- H2s that match how people actually search
- Sections that still make sense quoted on their own
- Internal links, credible external sources, meta, alt text, schema, clean HTML

[THE_DRAFT_]

WHAT IT PRODUCES

Back to the example: here's the draft that prompt returned.

In voice, with the SEO work already done, because we asked for it.

FAQs

Competitor angles

Question-led structure

Schema

It's already ticked **half the checklist**, the bar we're about to walk through.

AI writes the ugly first draft.

It does the bulk of the ugly draft, fast. You bring the judgement, the polish, the personality.

WHAT "GOOD" LOOKS LIKE, BEFORE YOU HIT PUBLISH

- ☒ The workflow already ticks half of these
- ☒ This is the bar, so you can spot what's missing
- ☒ Two lists today: before you publish, then after

We'll apply a couple live, then run the lot as one prompt.

ON-PAGE ESSENTIALS

- ✓ Target keyword in the title, and a title that actually earns the click
- ✓ Internal links in and out, the most underused free win
- ✓ A couple of external links to credible primary sources, they back up your claims
- ✓ Meta title + description written deliberately, not auto-filled
- ✓ One clear primary topic per page
- ✓ Descriptive image alt text, for accessibility and image search

A GREEN LIGHT ISN'T A RANKING

MATTERS

Content that adds something

Intent match

Clear structure

Internal links

Credible sources

Gets indexed

Gets cited

NOISE

Keyword density %

Exact word count

Keyword in every H2

Alt text as a ranking lever

100 out of 100

Alt text and word count are worth doing well, they just are not ranking levers. **The filter: does this help a real reader, or an AI quoting me?**

STRUCTURE BOTH READERS AND LLMS CAN FOLLOW

- ✓ One H1, then a clean H2 → H3 hierarchy (the page's outline)
- ✓ Headers as questions win People Also Ask, and are what an LLM lifts as the answer
- ✓ Table of contents + jump-to links so a long page feels navigable

STATEMENT

Fish Tank Water
Requirements



QUESTION

How much water
does a fish tank
need?

WRITE IT SO A MACHINE CAN QUOTE YOU

- ✓ TL;DR up top: a 2-3 line summary before the long version
- ✓ Chunk it: short sections, self-contained answers that stand on their own
- ✓ Don't over-chunk, write for a human first and the structure follows
- ✓ Article / FAQ schema (JSON-LD), and AI can generate it

It feels like giving away the answer. That's exactly what gets you cited.

TL;DR

A clean, quotable answer, before the long version begins.

GIVE IT SOMETHING TO QUOTE OR USE

- ✓ Original data or stats: a number nobody else has is the easiest thing to cite
- ✓ Build a tool, not just words: a calculator, a checker, a quiz
- ✓ Offer a download: a template, a checklist, a worked example

REAL EXAMPLE

A fish-tank water-volume calculator

out-traffics the Aquacadabra homepage, and earns links forever.

Hitting publish isn't the finish line.

The most common freelancer miss: publishing and walking away. This is where the easy wins hide.

(POST-LAUNCH_)

REQUEST INDEXING: THE 30-SECOND FIX

Search Console



URL Inspection



Request Indexing

Do the same in **Bing Webmaster Tools**, it feeds ChatGPT.

Client blogs three months old, still not indexed. A single request would've sorted it.

If a page isn't indexed, it doesn't exist, not in search, not in the LLMs.

GIVE EVERY PAGE A ROUTE IN

- ✓ A page with no internal links pointing to it is an orphan, and may never get indexed
- ✓ Feature your strongest pages with static links that don't move as you publish. [Ahrefs Example](#)
- ✓ Related-posts links at the foot of each article. [SE Ranking Example](#)
- ✓ Watch pagination: page 5 of the blog is effectively invisible. [Pagination Best Practices](#)
- ✓ Post it on social with a link back: another route for search engines to find and crawl the page

[THE_SHIFT_]

ZERO-CLICK IS WINNING

~60%

of Google searches end without a single click

Semrush, 2025

<1/3

of searches still send a click to the open web

SparkToro, 2026

-58%

CTR for the top result when an AI Overview shows

Ahrefs, Dec 2025

No clever trick wins those clicks back. Stop measuring success purely in clicks.

+35%

more clicks when you're cited in
an AI Overview vs not cited at all

CITATIONS ARE THE NEW SHELF SPACE

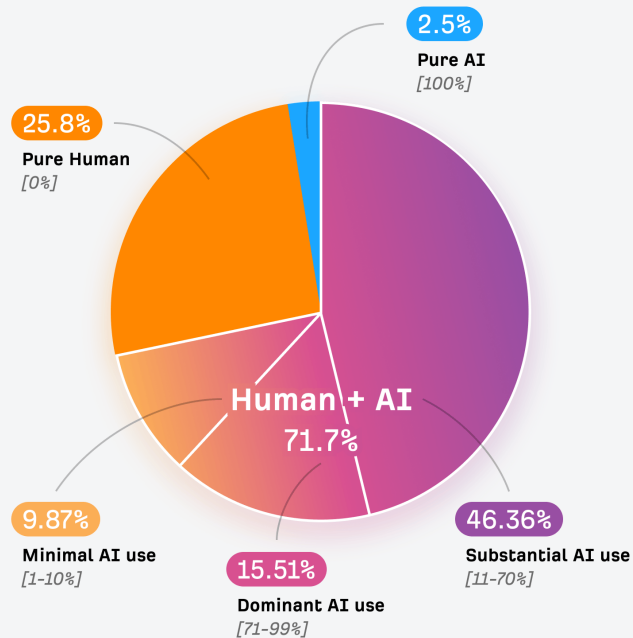
The game shifts from "rank and get the click" to **"be the source the AI cites."**

And the work that gets you cited is the checklist we just did.

(EVIDENCE_)

How many pages are created/assisted with AI

Based on Ahrefs' study of 900k + web pages,
published in April 2025 (one per domain).



EVERYONE'S ALREADY USING IT

71.7% of new pages are **human + AI**, the mainstream

25.8% pure human, no AI at all

2.5% pure AI, untouched by a human

Using AI isn't the differentiator. The last mile is.

Ahrefs, April 2025 · 900k+ pages, one per domain

Don't let it sound like a robot.

AI gets you 80% there, fast. The last 20% (brand voice, personality, a point of view) is the bit that's **you**.

THE WHOLE CHECKLIST, ONE PROMPT

Paste, upload (a doc or PDF), or link any page: your site, a service or collection page, a blog, even a rough draft. The prompt audits it against everything from today.

ON-PAGE

- Keyword in the title
- Meta title + description
- Short, readable slug
- One clear intent
- Question headers

CONTENT & AI

- TL;DR up top
- Self-contained answers
- Relevant FAQs
- E-E-A-T signals
- Cut the thin stuff

LINKS & SCHEMA

- Internal links in & out
- Credible external links
- Article / FAQ JSON-LD

RETURNS

- Pass / partial / missing
- Prioritised fix list
- Post-publish next steps
- Ready-to-use rewrites

[THE_PAYOFF_]

WHAT YOU'VE BUILT TODAY

01

A tone-of-voice guide

02

The Page Builder file, tuned to your page

03

A reusable checklist-audit prompt

For something of your own, in under an hour.

THE ONE-PAGE CHECKLIST

The full checklist + the audit prompt, as a one-pager you can keep.

One public Google Doc, live now: the checklist, the Page Builder and the audit prompt. Copy anything straight out of it.

GET IT NOW

ferguseo.com/seo-checklist ↗

ON THE PAGE

- ✓ Keyword in the title
- ✓ Question-based headers
- ✓ TL;DR near the top
- ✓ Deliberate meta title + desc
- ✓ Internal links in & out
- ✓ Article / FAQ schema

AFTER YOU PUBLISH

- ✓ Request indexing (Google + Bing)
- ✓ Add the internal links
- ✓ Keep it easy to reach
- ✓ Share it 2-3 times

[CONTACT_]

QUESTIONS

Ian Ferguson · Ferguseo · ecommerce SEO

TODAY'S DOC

ferguseo.com/seo-checklist ↗

FIND ME

linkedin.com/in/ianfergusonseo

ECOMMERCE NEWSLETTER

ferguseo.com/ecommerce-newsletter