

Create Your First AI-Optimized Blog Post

Essential Checklist for Businesses

Before You Write

Choose Your Topic & Keywords

- ☐ Pick one specific question your customers frequently ask
- ☐ Search that question in Google and note if AI Overviews appear
- ☐ Write down 3-4 related questions people might have
- ☐ Choose one primary keyword that includes your main question

Plan Your Interactive Element

- ☐ Decide on format: checklist, quiz, calculator, or assessment
 - ☐ Outline 5-7 simple questions or steps
 - ☐ Plan what personalized results you'll provide
 - ☐ Determine your next step offer (consultation, download, etc.)
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Writing Your Post

Structure for AI Success

- ☐ Write headline as a direct question (include your main keyword)
- ☐ Start with a 2-3 sentence answer at the very top
- ☐ Use clear headings that answer related questions
- ☐ Include numbered lists and bullet points for key information
- ☐ Add an FAQ section with 5-7 common questions

Content Essentials

- ☐ Use your main keyword 3-4 times naturally throughout

- ☐ Write in short, easy-to-scan paragraphs (2-3 sentences max)
 - ☐ Include specific examples from your industry or location
 - ☐ Add a clear call-to-action at the end
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Add Your Interactive Element

Build Something Useful

- ☐ Create 5-7 yes/no or multiple choice questions
 - ☐ Write helpful results for different outcomes
 - ☐ Include specific next steps in each result
 - ☐ Add a way to capture contact info (optional email for detailed results)
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Before Publishing

Final Check

- ☐ Test your interactive element works on mobile
 - ☐ Add a compelling meta description with your keyword
 - ☐ Include 2-3 links to other helpful pages on your site
 - ☐ Proofread for clarity and helpful tone
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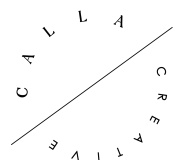
After Publishing

Promote & Monitor

- ☐ Share on your social media channels
- ☐ Submit to Google Search Console for faster indexing
- ☐ Track how many people use your interactive element
- ☐ Monitor for comments and questions to answer

Optimize Over Time

- ☐ Update content based on questions you receive



- ☐ Add new sections if you discover content gaps
 - ☐ Create follow-up posts on related topics
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Success Signs

You're on the right track when:

- ☐ People spend more time reading your post
 - ☐ Your interactive element gets regular use
 - ☐ You start appearing in AI Overviews for your target keywords
 - ☐ You receive more qualified inquiries about your services
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Need help creating content that gets featured in AI search results?

This type of strategic content creation is exactly what we help businesses implement. From keyword research to interactive element design, we handle the details so you can focus on running your business.

Prefer to work with the experts? We're here to help.

 **Email:** carlynn@callacreative.com

 **Schedule a free consultation:** <https://calendly.com/calla-creative/exploration-call>

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Digital Strategy. Design. Growth.

