

# The AI SEO Content Structure Checklist

- ☐ **Query-style title:** Frame your title as the exact question you want to rank for.
- ☐ **Direct meta description:** Provide a concise answer that AI can lift.
- ☐ **TL;DR intro paragraph:** Lead with a short summary that works if extracted alone.
- ☐ **H2/H3 sub-questions:** Break content into logical, question-led sections.
- ☐ **Snippable 50-70 word sections:** Write paragraphs that can stand alone and be cited.
- ☐ **FAQs for long-tail coverage:** Anticipate and answer related questions explicitly.
- ☐ **Author bios and authority signals:** Add profiles, credentials and expert commentary.
- ☐ **Data and examples:** Include stats, case studies and original insights to boost credibility.
- ☐ **Fresh updates:** Refresh high-value pages quarterly to keep content relevant.
- ☐ **Accessible formatting:** Ensure content is crawlable (no heavy JavaScript, no paywalls).

If you'd like more perspective on where digital marketing is heading, explore more of Rocket's [latest insights](#).