



AI Workshop – Checklist



Thank you for attending our workshop, here is a checklist of the things you should begin working on.

Website – SEO - AEO



- ☐ Step #1 Run an AI-powered website audit.
- ☐ Critical importance of the above the fold -> Who, What, Call to action.
- ☐ Understand- one H1 header per page, with H2/H3 for structure.
- ☐ Understand- the importance of a meta title and meta description for each page.
- ☐ Incorporate page-specific keywords.
- ☐ Importance and how-to -> FAQ sections with common customer questions.
- ☐ Similarities and differences of both SEO and AEO (Answer Engine Optimization).

A Business Profile is more than a Business Profile



- ☐ Create or update Google Business Profile, Linking.
- ☐ How to set correct categories (primary & secondary).
- ☐ Verify or add service areas (towns/regions).
- ☐ Thinking about social media and profiles.
- ☐ Importance of Q&A section with curated questions and answers.
- ☐ Customer review strategies and best practices.

Apple & Bing Visibility



- ☐ Apple Business Profile.
- ☐ Bing Business Profile.

Content & Marketing



- ☐ Leveraging AI to brainstorm and draft blogs on customer questions.
- ☐ Multi-purposing blogs into social media posts with hashtags.
- ☐ Engaging AI to help develop automated email nurture campaign.
- ☐ Thinking about SMS campaigns for higher engagement.
- ☐ Develop a lead generator to develop customer engagement.
- ☐ Ensure clear calls-to-action (CTA) above the fold on website.

Tools & Best Practices



- ☐ Set up Google Search Console and Analytics.
- ☐ Use AI note-taking tools for meetings.
- ☐ Explore AI receptionists, chatbots, and virtual assistants.
- ☐ Fact-check all AI-generated content before publishing.
- ☐ Review analytics monthly and update strategy accordingly.

Remember, if you want to see how you are currently doing, go ahead and take advantage of our free marketing Audit.
<https://launch360.co/free>