LLM-Optimization Checklist for Marketing and Communications

EARNED MEDIA

☐ Are you earning mentions or quotes in high-authority, publicly accessible media (e.g., Bloomberg, Fast Company)?

☐ Do your spokespeople appear in listicles, roundups, or expert panels, not just full features?

☐ Are you pitching content to outlets that have content licensing deals with OpenAI, Google, or other LLM providers?

OWNED CONTENT

☐ Do your blog posts, LinkedIn articles, and site content have:

    ☐ Clear, structured headings and takeaways (e.g., TL;DRs, bulleted summaries)?

    ☐ Consistent keywords and phrases associated with your company or POV?

    ☐ Clear attribution to your executives or brand?

☐ Are you publishing on platforms known to be scraped by LLMs (e.g., Medium, Substack, LinkedIn, Reddit)?

VOICE OF AUTHORITY

☐ Are your executives regularly quoted or publishing POVs on public platforms?

☐ Are those POVs in plain language, not just technical or gated whitepapers?

☐ Is there a Wikipedia entry or reference page about your company, founders, or approach?

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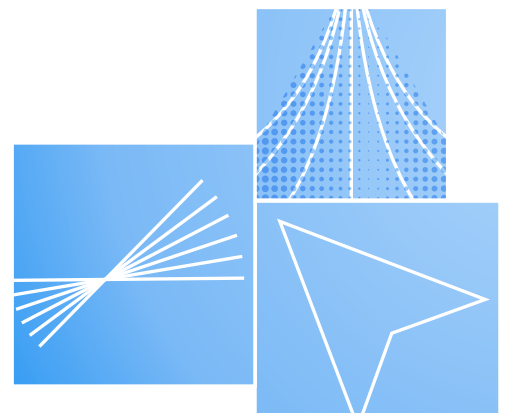
TECHNICAL OPTIMIZATION

☐ Is your website structured with schema markup for articles, people, products, and FAQs?

☐ Do videos or podcasts include full transcripts and clear summaries?

☐ Is your content mobile-optimized and crawlable (no gated walls or infinite scroll)?

MONITORING + MAINTENANCE

☐ Do you regularly audit how your company is described in tools like ChatGPT, Claude, Perplexity, or Gemini?

☐ Have you corrected hallucinations or misinformation by publishing clarifying content?

☐ Are you tracking referral traffic from AI search platforms, not just Google?