

Google SGE Optimization Checklist

Use this quick checklist to optimize your content for Google's Search Generative Experience (SGE). Follow these steps to increase your chances of being featured in AI-generated search results and boost your visibility in 2025.

Quick Checklist:

Demonstrate E-E-A-T

- Add author bios with credentials
- Cite trustworthy sources
- Showcase experience with case studies or testimonial

Answer Direct Questions Clearly

- Use simple, concise language
- Add FAQ sections with direct answers
- Summarize key points at the top of your content

Implement Structured Data / Schema Markup

- Use FAQ, How-To, and Article schema
- Add accurate author and date metadata
- Test schema using Google's Rich Results Test

Keep Content Comprehensive and Up-to-Date

- Regularly update posts with new data
- Expand content with deeper insights and examples
- Add 'last updated' dates for credibility

Optimize for Featured Snippets

- Format answers in bullet points or numbered lists
- Use headings that pose questions
- Keep paragraphs under 60 words for quick scanning

Use Images and Visuals with Descriptive Alt Text

- Include relevant, optimized images
- Add keyword-rich alt text
- Use infographics and charts to explain concepts

Need more guidance? Visit [whimsicalconnotations.com](https://www.whimsicalconnotations.com) for in-depth guides on SEO, GEO, and AI-powered search strategies.