Siteimprove

AI and SEO: a checklist

Generative AI can be a great tool to assist you in content creation, but it's not perfect, so you need to review it to make sure it's both compliant and trustworthy.

You can use this checklist to ensure that that you're using generative AI strategically and responsibly.

AI Content Creation Checklist

	Content:
	Is focused on the correct topic
	Includes relevant keywords
	Includes vital aspects or content
	Complies with GDPR, CCPA, and other data protection laws
	Doesn't contain any copyrighted material
	Is accurate and has been fact-checked
	Is written in the appropriate voice
	Is written to the appropriate reading level
	Complies with internal AI policy and protocols
	Sources of work produced by AI is checked and cited

	Use of generative AI tools is cited in content if your organization requires it
	No personal protected information (PPI) is used (e.g., data protected by HIPAA)
	Data used in content creation is accurate and up to date

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