SGE Readiness and Optimization Checklist

SGE is coming, and it's going to change search as we know it. You'll need to take a proactive approach to ensure your site is prepared for SGE. You should focus on the following key segments to ensure your site and content are AI-ready.

☐ **Discoverability**

A page should be easily discoverable through internal links and your XML sitemap.

☐ **Crawlability**

If Google can't crawl a page, it won't be able to understand the content of the page, and the page won't rank.

☐ **Indexability**

A page that can't be indexed isn't ready for any kind of search, including generative search. Ensure that your robots.txt file and meta tags are configured correctly so Google can find your pages.

☐ **Performance metrics**

Faster pages offer a better user experience, which is taken into account by generative search algorithms. Pay attention to metrics like Time to Interactive (TTI) and First Contentful Paint (FCP) to see how your site performs.

☐ **Structured data**

The presence, validation, and accuracy of structured data like Schema markup can significantly impact how well your content performs in generative search. It provides context and makes it easier for search algorithms to understand your content and how it relates to other content.

☐ **User engagement**

Metrics like bounce rate and click-through rate (CTR) can indicate how well your page meets user needs and expectations, which is a factor in generative search algorithms.

☐ **Technical SEO**

Factors like HTTPS, canonical tags, and user-friendly URLs can also influence how well a page is optimized for generative search.

☐ **Content freshness and relevancy**

Generative search algorithms can prioritize current and regularly updated content, so it's important to keep your content fresh.

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