

# AI Content QA Checklist



## Edit AI Indicators

- Remove overly formal or stiff phrasing.
- Edit if content has a flat, neutral tone.
- Change up repetitive structures and transitions
- Improve generic, surface-level insights
- Tweak over-optimized or under-optimised SEO

## Brand voice match

- Tone, vocabulary, perspective aligned to specific business guidelines, not generic AI phrasing.

## Evidence of real expertise

- Specific examples, data, first-hand insights in the content.

## Intent and structure alignment

- Format fits query type (guide, review, service page, etc.)
- Does user landing on this page get their question answered?

## Links and CTAs

- Helpful internal/external links throughout.
- Clear next steps to conversion (calls-to-action).

## Readability and flow

- Natural language, varied sentence length, scannable layout.
- Headings go from H1 > H2 > H3, etc.
- Clear introduction and summary.

## Technical SEO basics

- Title, meta, headers, media alt text in place.
- Run content through an SEO editor to review for SEO terms integration.

## Originality & integrity

- No plagiarism or hallucinations.
- All sources checked & cited.