

# SaaS Landing Page AI Search Optimization Checklist

This actionable checklist provides a technical and content-based roadmap to ensure your landing page is fully prepared for AI-curated search results. Follow these steps to transition from traditional keyword-based content to a high-authority, extractable answer source.

- Audit Current AI Visibility.** Type "What is [Your SaaS Name]?" into ChatGPT and Perplexity to see if the current description matches your core value proposition.
- Draft a 150-Word Category Definition.** Write a neutral, fact-based "is-a" statement that defines your software category, primary audience, and specific outcomes for the top of your homepage.
- Convert Features into Question Headers.** Identify your top 5 high-intent features and rewrite their H2 headings as direct questions like "How does [Product] integrate with [Tool]?"
- Apply 2-Sentence Answer Blocks.** Write a standalone, 50-word response immediately following every question-based header to facilitate direct extraction by AI crawlers.
- Implement FAQPage JSON-LD Schema.** Use a schema generator to add structured data for your most common customer objections and pricing questions in your site's header or footer code.
- Perform a "View Source" Crawlability Check.** Right-click your homepage, select "View Page Source," and search for your primary keywords to confirm they are in the raw HTML rather than hidden in JavaScript.
- Verify AI Bot Permissions in Robots.txt.** Ensure your robots.txt file does not contain "Disallow" rules for GPTBot, ChatGPT-User, PerplexityBot, or Google-Extended.
- Whitelist AI Crawlers in Cloudflare.** Check your CDN or firewall "Security" settings to confirm that legitimate AI user agents are not being blocked by automated "Bot Fight Mode" settings.

- Sync Third-Party Directory Descriptions.** Update your G2, Capterra, and LinkedIn "About" sections to mirror the exact definitional header used on your website to build cross-platform consensus.
- Set a Quarterly "Freshness" Review.** Schedule a calendar reminder to update statistics, integration counts, and "Last Modified" dates every 90 days to satisfy the AI's recency bias.
- Monitor Share of Voice in Perplexity.** Run weekly searches for "Best [Your Category] for [Your Niche]" and track how often your brand appears in the synthesized response compared to competitors.