LLM Optimization Checklist
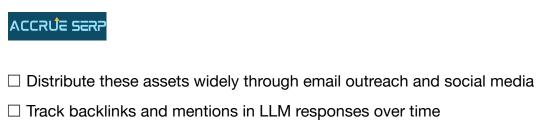
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1. Audit Your Current Brand Presence in LLMs

☐ Identify target LLMs (e.g., ChatGPT, Claude, Perplexity, etc.)

☐ Search for your brand name and note mentions in "What is [Your Brand]?" queries

☐ Check if your brand is listed in "Top [Niche] tools/services" searches

☐ Document the most recommended competitors in your niche

☐ Analyze related questions and brand associations in LLMs (e.g., Perplexity suggested questions)

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2. Analyze Source Types Used by LLMs

☐ Review sources cited in LLM responses (e.g., websites, YouTube, directories)

☐ Categorize source types (listicles, directories, videos, etc.)

☐ Identify specific URLs or platforms where competitors are cited

☐ Prioritize high-impact platforms for optimization

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3. Optimize Core Brand Assets

☐ Update website homepage with clear, NLP-friendly content

☐ Optimize product landing pages with concise, direct answers

☐ Create or refine a branded FAQ page

☐ Revise social media bios with relevant keywords and direct messaging

☐ Test for changes in LLM responses after optimization

4. Reverse Engineer Competitor Strategies

☐ Identify competitor mentions in LLM results (e.g., listicles, YouTube reviews)

☐ Outreach or sponsor inclusion in relevant listicle articles

☐ Get listed on top directories (e.g., G2, Capterra) by collecting more user reviews

☐ Partner with influencers or creators for YouTube reviews

☐ Explore the feasibility of creating a Wikipedia page for your brand

5. Target Community and UGC Platforms

☐ Search for relevant questions on Reddit and Quora via Google

☐ Identify indexed and active discussions in your niche

☐ Respond to questions with valuable insights and natural brand mentions

☐ Monitor brand mentions on these platforms for LLM citations

6. Distribute Content on UGC Platforms

☐ Publish listicle articles or thought-leadership content on LinkedIn and Medium

☐ Mention your brand and competitors to maintain credibility

☐ Maintain a consistent publishing schedule

☐ Share content across multiple UGC-friendly platforms

7. Create Linkable Assets

☐ Develop research-driven articles, whitepapers, or statistical reports

☐ Focus on industry-relevant, authoritative topics

☐ Distribute these assets widely through email outreach and social media

☐ Track backlinks and mentions in LLM responses over time

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8. Strengthen Organic Google Rankings

☐ Conduct keyword research to identify business-relevant terms

☐ Publish high-quality, SEO-optimized content regularly

☐ Improve website technical health (e.g., speed, mobile optimization, crawlability)

☐ Build backlinks from authoritative sites

☐ Monitor branded queries in Google Search Console and adjust as needed

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Ongoing Monitoring and Refinement

☐ Regularly test LLM responses to track brand mentions

☐ Iterate strategies based on performance and emerging LLM trends

☐ Stay updated with developments in generative AI and LLMs