



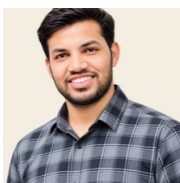
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Free Checklist

AI Overviews Page Checklist: 15 Checks to Get Quoted by Google

What Google officially requires, what makes a passage easy to quote, and how to check if you appear.

A page-by-page checklist built on what Google actually says about AI Overviews, not guesses. Run it on your top pages and you'll know whether they can be linked, and what to change so they're worth quoting.



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How to use it

1. Pick your 5 most important pages and the question each one answers.
 2. Run sections 1 and 2 on each page. Section 1 is Google's requirement; section 2 is best practice and labelled as such.
 3. Use section 4 to check if you appear, before and after your changes.
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1. Eligibility: what Google actually requires

Google's 'AI features and your website' page says there are no additional requirements and no special optimisations needed. A page must be indexed and eligible to show with a snippet. That's it. These are Facts.

- ☐ **The page is indexed (check with URL Inspection in Search Console).**

Not indexed means not eligible.

- ☐ **No nosnippet, max-snippet:0 or noindex on the page, unless you mean it.**

Google lists these as the controls that limit what appears in Search, including AI features.

- ☐ **robots.txt and your CDN or host allow Googlebot.**

First item on Google's best-practice list for AI features.

- ☐ **Important content is in text, not only in images or video.**

Also on Google's list.

- ☐ **Any structured data matches what's visible on the page.**

Google asks for this. It also says you don't need special schema for AI Overviews.

- ☐ **You have NOT bought an 'AI file' or llms.txt service to get into AI Overviews.**

Google says no new machine-readable files or AI text files are needed.

2. Ranking first: AI Overviews pull from normal search

Google says links in AI features come from its regular search systems. So the page still has to be one of the better results for the question.

- ☐ **The page ranks somewhere in the top results for its main question, or is close.**

Hypothesis widely observed by SEOs: pages already ranking well are linked most often. Google hasn't published the exact relationship.

- ☐ **The page is linked from other relevant pages on your site.**

Google lists internal links as a best practice for AI features.

- ☐ **It's genuinely helpful and original, judged against the pages around it.**

The same core ranking systems decide who's in the pool.

- ☐ **Page experience is decent: loads fast, works on mobile, no intrusive pop-ups.**

On Google's best-practice list.

3. Make passages easy to quote

This section is Hypothesis: good writing practice that matches how answers are assembled, not a Google rule.

- ☐ **Each key question is a heading phrased the way people search it.**

Matches passage ranking, which Google says judges sections of a page.

- ☐ **The first sentence under it answers the question directly in under 40 words.**

A clean, self-contained sentence can be lifted without the rest of the page.

- ☐ **Specific details: numbers, prices, steps, named examples.**

Specifics are more useful to an answer than general claims.

- ☐ **Steps are numbered lists, comparisons are tables.**

Structure is easy for people and machines to parse.

- ☐ **Supporting images or video where they genuinely help.**

Google suggests high-quality images and videos to support text.

Featured pick

theStacc

theStacc plans, writes and publishes SEO blog posts, which helps if you need a steady flow of question-led pages to compete for AI Overviews. Its free AI visibility checker also tests crawler access and snippet directives like nosnippet.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

4. Check if you appear

1 Search your 5 questions in a private window

Note whether an AI Overview shows, which sites it links, and whether you're one. Screenshot it with the date.

2 Read the linked pages

Look at the exact passage they answer with. Compare yours: is it clearer, more specific, higher on the page?

3 Check Search Console

AI Overviews traffic is counted inside Performance > Web. It isn't shown separately, so watch impressions and clicks on these pages over time.

4 Re-check in 4 weeks

After your changes and a recrawl. Google says changes to snippet controls can take days to months to be picked up.

5 page changes to make today

1 Remove accidental nosnippet tags

View source and search for 'nosnippet' and 'max-snippet'.

2 Write a one-sentence answer under your main heading

Question in the heading, answer in the first line.

3 Add one table or numbered list

Turn your messiest paragraph into steps or a comparison.

4 Add one specific fact only you have

Your price range, your timeline, your process, your data.

5 Link to the page from two related pages

With anchor text that names the topic.

Sources

- Google Search Central: AI features and your website — <https://developers.google.com/search/docs/appearance/ai-features>
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- Google Search Central: Ranking systems guide (passage ranking) — <https://developers.google.com/search/docs/appearance/ranking-systems-guide>

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