Interface SEO for Position Zero

25-Point Publish Checklist

A practical pre-publish checklist for featured snippets, PAA, and AI citation readiness.
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Read: https://natebal.com/interface-seo-for-position-zero/

How to Use This Checklist

• Run this checklist before publishing any article.
• Goal: make your content easier to extract, cite, and trust across search engines and AI assistants.
• Estimated review time: 10–15 minutes per post.

Section A: Strategy (5 Points)

☐ I selected one primary query and one clear search intent.
☐ The focus keyword appears naturally in the H1.
☐ The focus keyword appears in the first 10% of the article.
☐ I mapped 5–8 related user questions for sections.
☐ I aligned this article to a broader topical cluster.

Section B: Structure (6 Points)

☐ The intro includes a direct answer within the first 100 words.
☐ Every H2 addresses one distinct user question.
☐ Sections are modular and focused on one intent each.
☐ Paragraphs are short and easy to scan.
☐ I used bullets/checklists where clarity improves comprehension.
☐ The conclusion includes a clear action step.

Section C: UX + Readability (4 Points)

☐ Heading hierarchy is clean (H1 > H2 > H3).

Want the full framework and examples?
Read: SEO Is Dead. Long Live Interface SEO for Position Zero.
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Interface SEO for Position Zero

☐ Typography and spacing support mobile readability.
☐ Key answers are visually easy to locate.
☐ No visual clutter competes with core answer blocks.

Section D: Technical SEO + AEO (5 Points)

☐ URL slug is concise and intent-aligned.
☐ Meta title is compelling and matches user intent.
☐ Meta description includes the focus keyword naturally.
☐ Internal links connect to relevant supporting pages.
☐ External links point to credible, relevant sources.

Section E: Schema + Snippet Readiness (5 Points)

☐ BlogPosting schema is present and valid.
☐ FAQPage schema is present when FAQs are included.
☐ FAQ questions mirror natural user phrasing.
☐ FAQ answers begin with direct response sentences.
☐ Structured data matches visible on-page content.

Scorecard

22–25: Publish-ready (high confidence)
18–21: Good foundation, improve weak areas
14–17: Significant gaps, revise before publishing
<14: Rebuild structure before promotion

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