

AEO Audit Template

A complete Answer Engine Optimization audit workbook for evaluating question coverage, direct answers, answer formats, featured snippet opportunities, People Also Ask coverage, entity clarity, evidence, structured data, and technical accessibility.

1. Audit Overview

Website / domain	Client / brand	Audit date	Auditor	Primary market	Target audience	Priority products / services	Primary conversion goal	Data sources used

2. Question and Query Coverage

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Priority audience questions have been identified					
Question queries are grouped by topic					
Questions are mapped to funnel stages					
Questions are mapped to relevant URLs					
Unanswered priority questions are documented					
Duplicate question targeting is identified					
Follow-up questions are covered					
Conversational and natural-language query patterns are reviewed					
Brand-specific questions are covered					
Product or service comparison questions are covered					

3. Direct Answer Quality

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Priority questions receive a direct answer					
Direct answer appears close to the relevant question or heading					
Answer is understandable without unnecessary context					
Answer uses precise language					
Answer avoids vague pronouns and unclear references					
Answer is supported by explanation where needed					
Definitions are concise and accurate					
Yes/no questions are answered explicitly					
Numeric answers include units and context					
Time-sensitive answers include relevant dates					

4. Answer Format and Structure

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Step-based questions use ordered steps where appropriate					
Comparison questions use clear criteria					
Definition questions use concise definition blocks					
List questions use scannable lists where appropriate					
Tables are used for structured comparisons where useful					
FAQ sections contain genuine user questions					
Headings reflect user questions where appropriate					
Long answers are broken into logical sections					
Summary statements are available for complex sections					
Formatting supports quick extraction and comprehension					

5. Featured Snippet Opportunity Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Existing featured snippet ownership is documented					
Keywords with featured snippets are identified					
Paragraph snippet opportunities are reviewed					
List snippet opportunities are reviewed					
Table snippet opportunities are reviewed					
Current ranking position is recorded					
Competing snippet source is documented					
Answer format is compared with current snippet pattern					
Optimization action is documented					
Snippet ownership is tracked after changes					

6. People Also Ask Coverage

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Relevant People Also Ask questions are collected					
Questions are grouped by topic					
Questions are mapped to existing pages					
Missing answer opportunities are identified					
Answers are concise and self-contained					
Related follow-up questions are connected logically					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Repeated FAQs across multiple pages are reviewed					
PAA coverage is prioritized by business relevance					

7. Entity Clarity and Context

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Brand name is clearly identified					
Organization information is consistent					
People and authors are identified clearly					
Products and services are named consistently					
Locations are described unambiguously where relevant					
Industry terminology is defined					
Acronyms are expanded on first use where appropriate					
Relationships between entities are explicit					
Ambiguous references are removed					
About and author information supports entity understanding					

8. Source, Evidence, and Trust Signals

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Important factual claims are supported					
Primary sources are used where practical					
Statistics include source and date context					
Expert claims identify the expert and qualification					
Author information is available					
Editorial ownership is clear					
Last updated dates are accurate					
References lead to relevant evidence					
Conflicting claims are reviewed					
Commercial relationships are disclosed where required					

9. Structured Data Review

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Structured data matches visible content					
FAQ markup is used only where eligible and appropriate					

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
HowTo markup is reviewed where applicable					
Article or BlogPosting markup is reviewed					
Organization markup is consistent					
Person / author markup is reviewed					
Product markup is reviewed where applicable					
LocalBusiness markup is reviewed where applicable					
Breadcrumb markup is correct					
Markup validates without critical errors					
Entity identifiers and sameAs references are reviewed where appropriate					

10. Content Accessibility and Technical Availability

Audit check	Status	Finding / evidence	Recommended action	Priority	Owner
Answer content is present in rendered HTML					
Important answers are not hidden behind interaction unnecessarily					
JavaScript rendering has been tested					
Page is crawlable					
Page is indexable when intended					
Canonical points to the correct page					
Mobile rendering preserves answer content					
Page performance does not prevent practical access					
Headings and answer content are available to assistive technologies					
Important content is not embedded only in images					

11. Page-Level AEO Review

Page URL	Primary question	Secondary questions	Current answer quality	Answer format	PAA coverage	Snippet opportunity	Entity clarity	Source quality	Schema status	Priority	Recommended action	Owner	Status

12. Competitor Answer Analysis

Question / query	Competitor URL	Current answer source	Answer position on page	Answer format	Answer length / depth	Supporting evidence	Structured data	Strength	Gap / opportunity	Recommended action

13. AEO Opportunity Prioritization

Opportunity	Target question / query	Target URL	Business relevance (1-5)	Visibility potential (1-5)	Current ranking strength (1-5)	Answer quality gap (1-5)	Implementation effort (1-5)	Priority tier	Owner	Target date	Status

14. AEO Implementation Roadmap

Task ID	Page / template	Issue or opportunity	Recommended change	Expected outcome	Priority	Effort	Owner	Target date	Implementation status	QA method	Validation date	Result / notes

15. Final Audit Summary

Summary area	Findings and recommendations
Overall AEO readiness	
Critical issues	
High-priority answer opportunities	
Featured snippet opportunities	
PAA coverage gaps	
Entity clarity issues	
Evidence and trust gaps	
Structured data issues	
Technical accessibility issues	
30-day priorities	
60-day priorities	
90-day priorities	