

The Zero Click Checklist

1. Optimise for structured data

- ❑ Implement schema markup (FAQs, how-tos, product info).
- ❑ Use clear, machine-readable content hierarchies.
- ❑ Focus on “answer-ready” snippets that can be lifted directly by AI.

2. Write for humans... and machines

- ❑ Place the “punchline” first. Start with the answer, then add context.
- ❑ Use natural language and conversational phrasing.
- ❑ Avoid jargon-heavy or brand-centric copy that AI can’t easily parse.

3. Build an AI-friendly content hub

- ❑ Create content clusters around key topics, not just single keywords.
- ❑ Link related resources internally for better context.
- ❑ Use short, scannable sections that make it easy for AI to extract value.

4. Own your distribution

- ❑ Grow email lists and CRM audiences to offset declining organic traffic.
- ❑ Repurpose content into social and partner channels.
- ❑ Leverage thought leadership to position your expertise beyond Google.

5. Test and refine continuously

- ❑ Monitor zero-click performance through analytics and SERP features.
- ❑ Run content experiments for “AI-readability.”
- ❑ Review competitors’ presence in AI summaries and adjust your approach.

Take the Next Step

AI-driven search isn’t a threat if you’re ready for it.



Book a 30-minute strategy session with Integral and get a personalised audit of your content visibility.

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