



PROMO SPECIFIC AEO CHECKLIST

Answer Engine Optimization for Weekly Promotions

How to Use This Checklist

This checklist is designed to be used weekly to ensure your promotional content is structured, discoverable, and machine-readable for AI systems, answer engines (such as ChatGPT, Perplexity, Gemini), and SERP surfaces. Complete this alongside your promotional QA process before launching new offers. Each checked box indicates a practice your team has implemented, while unchecked boxes highlight gaps that could hinder AI systems from accurately interpreting or surfacing your promotions.

- **Recommended cadence:** Weekly, before promo launch
- **Owner:** Digital Marketing Manager or SEO Lead
- **Stakeholders:** Merchandising, Web Development, Paid Media

1. Promo Metadata & Structured Data

- Implement Schema.org markup for all promotions (e.g., Offer, Product, Event, or PriceSpecification schema).
- Format promo start and end dates in ISO 8601 (e.g., 2026-01-15T00:00:00).
- Ensure discount value is machine-readable (e.g., "discount": "20%" or "priceValidUntil": "2026-01-31").
- Clearly label promo type in structured data (e.g., BOGO, percentage off, dollar off, limited-time, bundle).
- Include offers object with price, priceCurrency, and availability in product-level schema.
- Ensure promo data is consistent across product detail pages, landing pages, product feed, and paid ads.
- Validate structured data without errors in Google Rich Results Test or Schema Markup Validator.

2. Promo Landing Page Optimization

- Create a dedicated promo landing page that is crawlable (not gated, not behind login).
- Include promo type + product/category in H1 and title tag (e.g., "20% Off Fresh Produce This Week").
- Present a clear promo description above the fold with offer details, dates, and terms.

- Organize offer details in structured, scannable blocks (what, when, where, how).
- Include internal links pointing to affected product categories and individual product pages.
- Use promo-specific keywords aligned with customer search intent on the landing page.
- Summarize the promo in plain language in the meta description for AI and SERP snippets.

3. Product Feed & Catalog Health

- Apply promo flags or custom labels correctly in product feed (Google Merchant Center, Facebook Catalog).
- Ensure price, sale_price, and sale_price_effective_date fields are accurate and match website pricing.
- Reflect promotional language in product titles and descriptions in the feed (e.g., "on sale," "limited time").
- Update feeds on the correct cadence to align with promo start and end dates.
- Verify no pricing mismatches between product feed and website (via feed diagnostics).
- Include promotional badges or labels in promotion_id or custom label fields.
- Ensure feed diagnostics show zero disapprovals related to pricing, availability, or promo data.

4. Local SEO & Store-Level Promo Alignment

- Update Google Business Profile posts weekly with current promotion details and imagery.
- Ensure local landing pages (store-specific or region-specific) accurately reflect current promotions.
- Include promo attributes in local structured data (LocalBusiness schema with offers or event).
- Include promo-specific messaging on store locator pages (e.g., "20% off produce at all locations").
- Ensure store hours, availability, and promo eligibility are consistent across GBP and website.
- Include a clear call-to-action and link to the promo landing page or product category in promo posts.

5. AI & Answer Engine Readiness

- Write promo content in simple, declarative sentences that AI systems can parse.
- Answer key questions on the landing page: What is the offer? What products qualify? How long does it run? What are the terms?
- Include an FAQ or Q&A block on the promo landing page to address common customer questions (AI ingestion-friendly).
- Craft a promo summary snippet for zero-click or AI-generated answer contexts (e.g., featured snippets, AI Overviews).
- Repeat promo details in multiple formats: paragraph, bullet list, and structured data.
- Use natural language to describe the promo (avoid jargon, abbreviations, or marketing-speak).
- Include AEO-specific metadata or hints where supported (e.g., speakable schema, clear headings).

6. Cross-Channel Promo Consistency

- Align promo messaging across email campaigns, paid search, paid social, local SEO, and website.
- Ensure no conflicting promo versions exist across channels (e.g., different discount percentages, different end dates).
- Provide a global promo calendar accessible to all teams (marketing, merchandising, web, paid media).
- Reference a single source of truth for promo details (e.g., PIM, shared spreadsheet, CMS).
- Ensure promo creative assets (images, copy, CTAs) are version-controlled and approved before distribution.
- Standardize promo URLs and UTM parameters across all digital touchpoints.

7. Measurement & QA

- Complete a pre-flight QA checklist before promo launch to validate accuracy across all channels.
- Validate structured data using Google Rich Results Test or Schema Markup Validator.
- Ensure product feed diagnostics are clean with no disapprovals, warnings, or mismatches.
- Verify the promo landing page is indexed and discoverable in Google Search Console within 24 hours of launch.
- Ensure the tracking plan captures promo-driven conversions by channel (UTM parameters, promo codes, attribution model).
- Schedule a post-promo review process to measure impact, identify gaps, and document learnings.

Promo AEO Maturity Scale

Score your team based on total checked boxes:

Stage	Checked Boxes	Description
Ad Hoc	0-12	Basic promotions are live but not structured for AI or answer engines. Metadata is missing or inconsistent. High risk of AI misinterpretation or invisibility.
Organized	13-24	Some structured data is in place, but implementation is inconsistent. Promo feeds and landing pages lack coordination. AI systems may surface partial or inaccurate information.
Integrated	25-36	Structured data and promo feeds are aligned. Landing pages are optimized for machine readability. Cross-channel consistency is improving. AI systems can reliably interpret most promotions.
AI-Ready	37+	Promotions are fully optimized for answer engines. Structured data is complete and validated. Promo content is clear, consistent, and machine-friendly. AI systems accurately surface and interpret offers across all contexts.

Next Steps

- 0-12 boxes checked? Start with structured data basics: implement schema markup for promotions and validate using Google Rich Results Test.

- 13–24 boxes checked? Focus on product feed health and landing page optimization. Ensure promo data is consistent across feeds, PDPs, and landing pages.
 - 25–36 boxes checked? Invest in AI readiness: write FAQ blocks, simplify promo language, and create answer-friendly promo summaries.
 - 37+ boxes checked? You're a leader in promo AEO. Consider automating your structured data workflows and documenting best practices for your organization.
-

Additional Resources

- Google Rich Results Test
 - Schema.org Offer Documentation
 - Google Merchant Center Help
 - Augurian AEO Services: Contact Josh Becerra at josh.becerra@augurian.com for help optimizing your promotions for AI and answer engines.
-

Questions or need a Promo AEO Audit?

Contact Josh Becerra at josh.becerra@augurian.com