

OPTIMUM

Quick-Win Citation Surfacing Task List

A sample framework applied to a recent OPTIMUM client audit

Prepared by State of the Art Digital

When budget doesn't stretch to a full OPTIMUM programme, this is the shape of the list we build: the single most cost-effective route to improving AI citation readiness, using only what a business already has. Every item below surfaces existing authority - reviews, awards, research, catalogue depth, entity information - rather than requiring new content, new PR activity, or ongoing spend. Tasks are grouped by the department best placed to action them.

Development / Web Team

Technical fixes to robots.txt and the sitemap. No new content required.

- ☐ Correct any protocol mismatches between the sitemap reference and the live site (e.g. http:// vs https://).
- ☐ Add any excluded content types to the sitemap. Regularly updated content such as a blog is often present on-site but missing from the sitemap entirely.
- ☐ Add lastmod dates to sitemap entries to give crawlers a genuine freshness signal.
- ☐ Remove redundant or already-blocked entries from the sitemap to avoid wasting crawl budget.
- ☐ Review robots.txt disallow patterns to confirm they target only transactional and administrative paths, not customer-facing content such as on-site reviews.

Data / Structured Markup

Developer-led schema implementation. This is typically the single highest-impact, lowest-cost action available, since it exposes information the site already holds in a form AI systems can read directly.

- ☐ Implement Organization schema on the homepage with sameAs links to verified social, review and professional profiles already in place.
- ☐ Implement Review or AggregateRating schema pulling from an existing third-party review feed, so an established review count and score becomes machine-readable directly from the site.
- ☐ Implement Product schema across the catalogue, covering pricing, availability and other relevant attributes already held in existing product data.
- ☐ Implement BreadcrumbList schema across the existing category structure, so topical architecture already in place is made explicit to machines.

Marketing / Content Team

Linking and clarifying existing pages. No new content is being written here, only connected.

- ☐ Cross-link standout expertise or research assets from relevant product and category pages. Strong signals often exist but sit isolated on a single standalone page.
- ☐ Add a short clarifying statement to the About page wherever a business operates multiple brands or sub-brands, to remove ambiguity for AI systems parsing entity structure.

Admin / Compliance

Verification tasks with negligible cost.

- ☐ Confirm whether a Google Business Profile exists for the registered office or trading address, and verify it if not.
- ☐ Confirm whether additional regional or market-specific sitemap variants exist beyond the one currently referenced in robots.txt.

Every task on this list works with authority a business already holds. None of it requires new content production, new reviews, new awards, or new spend beyond development and marketing time already on staff.

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