AI Hallucination Prevention Checklist

DIY Guide to Preventing AI Models from Misquoting Your Website

Free Download from AEOfix.com

Last Updated: December 30, 2025

Why This Matters

AI models like ChatGPT, Claude, Perplexity, and Gemini hallucinate in **15-20% of factual queries**. If your business relies on accurate AI citations, following this checklist can reduce hallucinations by up to 80%.

Part 1: Structured Data Implementation

✅ Add Schema.org Markup

Goal: Give AI models machine-readable facts instead of forcing them to guess.

Priority Schema Types:

☐ **Article Schema** - For blog posts and news

```json
```

```json
{

"@context": "https://schema.org",

"@type": "Article",

"headline": "Your Article Title",

"author": {

"@type": "Person",

"name": "Author Name"

},

"datePublished": "2025-12-30",

"publisher": {

"@type": "Organization",

"name": "Your Company"

}

}
```

`

☐ **FAQPage Schema** - For FAQ sections

` json

```json
{

"@context": "https://schema.org",

"@type": "FAQPage",

"mainEntity": [{

"@type": "Question",
```

```json
"name": "What is your product?",

"acceptedAnswer": {

"@type": "Answer",

"text": "Clear, concise answer here (40-60 words)"

}

}]

}
```

`

☐ **Product Schema** - For product pages

` json

```json
{

"@context": "https://schema.org",

"@type": "Product",

"name": "Product Name",

"description": "Product description",

"offers": {

"@type": "Offer",

"price": "99.00",

"priceCurrency": "USD"

}

}
```

`

☐ **Organization Schema** - For homepage/about page

```json

{

"@context": "https://schema.org",

"@type": "Organization",

"name": "Your Company",

"url": "https://yoursite.com",

"logo": "https://yoursite.com/logo.png",

"description": "What your company does"

}

```

How to Test:

Google's Rich Results Test: https://search.google.com/test/rich-results

Schema Markup Validator: https://validator.schema.org/

Part 2: Content Structure Optimization

✅ **Semantic HTML Hierarchy**

☐ **Use proper heading structure**

- One

per page (page title)

- Logical

for main sections

-

for subsections

- Never skip levels (don't jump from

to

)

☐ Use semantic HTML5 tags

-

for blog posts/news articles

-

for distinct content sections

-

for sidebars/supplementary content

-

for navigation

-    for dates/timestamps

☐ Add ARIA labels where appropriate

- **aria-label** for navigation sections

- **role="navigation"** for nav elements

☑ Write AI-Friendly Content

☐ Lead with the answer (40-60 words)

- First paragraph should directly answer the main question

- Avoid fluff and unnecessary intro

☐ Use clear, direct language

- Avoid jargon and buzzwords

- Define acronyms on first use

- Write at 8th-10th grade reading level

☐ Format for scannability

- Use bullet points and numbered lists

- Keep paragraphs short (2-4 sentences)

- Bold key takeaways

☐ Include clear question-answer pairs

- Use "What is..." "How to..." "Why does..." format

- Answer immediately after question

Part 3: E-E-A-T Signal Optimization

☑ **Establish Expertise**

☐ Author bios

- Include credentials, experience, expertise

- Link to author profiles/LinkedIn

- Use `rel="author"` tags

☐ About page

- Clearly state who you are

- What you do

- Why you're qualified

- Contact information

☐ Citations and sources

- Link to primary sources

- Cite research and statistics

  - Use **rel="nofollow"** for user-generated content

☑ Build Trust Signals

☐ Contact information

- Real physical address (if applicable)

- Phone number

- Email address

- Business hours

☐ Privacy policy

☐ Terms of service

☐ Security badges (SSL, payment processors)

☐ Customer testimonials with real names/companies

Part 4: AI Crawler Configuration

☑ robots.txt Configuration

☐ Allow AI crawlers

```
`
```

```
# Allow ChatGPT

User-agent: GPTBot

Allow: /

# Allow Claude

User-agent: Claude-Web

Allow: /

# Allow Perplexity

User-agent: PerplexityBot

Allow: /

# Allow Google Gemini

User-agent: Google-Extended

Allow: /
```

```
`
```

☐ Check current robots.txt

- Visit: yoursite.com/robots.txt

- Verify AI bots aren't blocked

✅ ai.txt Implementation (Optional)

☐ Create ai.txt file at root directory

```
`
```

```
# Preferred AI behavior

User-agent: *

Allow: /

Preferred-Language: en

Contact: your@email.com
```

`

Part 5: Content Freshness

☑ **Update Metadata**

☐ **Add "Last Updated" dates**

- **Visible on page**

- **In   tag**

☐ **Use   tags**

` **html**

December 30, 2025

``

☐ **Audit key pages quarterly**

- **Homepage**

- **Product/pricing pages**

- **Top blog posts**

- **About/contact pages**

Part 6: Testing & Monitoring

✅ **Test AI Citations**

Test these prompts in ChatGPT, Claude, Perplexity, Gemini:

☐ **"What does [Your Company] do?"**

☐ **"What are the pricing plans for [Your Product]?"**

☐ **"Who is the CEO of [Your Company]?"**

☐ **"What features does [Your Product] include?"**

☐ **"When was [Your Company] founded?"**

Compare AI answers to your actual website

☐ **Check for factual accuracy**

☐ **Note any hallucinations or errors**

☐ **Track which AI model is most accurate**

✅ **Set Up Monitoring**

☐ **Weekly AI checks**

- **Test key queries in multiple AI models**

- **Document any hallucinations**

☐ **Track citations**

- **Use tools like AEOfix Source Mapping**

- **Monitor when/how you're cited**

☐ **Review referral traffic**

- **Check Google Analytics for AI referrers**

- **Track "perplexity.ai", "chatgpt.com" traffic**

Priority Action Plan

Week 1: Critical Fixes

1. Add Organization schema to homepage

2. Fix heading hierarchy site-wide

3. Update robots.txt to allow AI crawlers

4. Add "Last Updated" dates to key pages

Week 2: Content Optimization

5. Rewrite homepage with 40-60 word direct answer

6. Add FAQ schema to FAQ page

7. Optimize product pages with clear feature lists

8. Add author bios to blog posts

Week 3: E-E-A-T Signals

9. Create/update About page

10. Add contact information to footer

11. Link to primary sources in key content

12. Add customer testimonials with schema

Week 4: Testing & Monitoring

13. Test AI citations across 4 models

14. Document any hallucinations

15. Set up weekly monitoring schedule

16. Track improvements month-over-month

Tools & Resources

Schema Generators

Google's Structured Data Markup Helper

Schema.org documentation

JSON-LD Schema Generator

Testing Tools

Google Rich Results Test

Schema Markup Validator

ChatGPT, Claude, Perplexity (for citation testing)

Monitoring

AEOfix Source Mapping (tracks AI citations)

Google Analytics (AI referral traffic)

Google Search Console (traditional SEO)

Need Expert Help?

AEOfix specializes in preventing AI hallucinations:

Schema.org implementation

Content structure optimization

AI citation monitoring

Monthly visibility reports

Get started: https://aeofix.com

Questions? Email: support@aeofix.com

Download more guides: https://aeofix.com/blog

© 2025 AEOfix. This checklist may be freely shared with attribution.