

 **Answer and structure**

- Did you answer the main question near the top?
- Can readers understand your main advice in the first few lines?
- Do your headings match real travel questions?
- Does each section support the main topic?
- Did you remove long introductions that delay the answer?

 **First-hand experience**

- Did you mention when you visited?
- Did you include details from your actual trip?
- Did you explain what felt easier or harder than expected?
- Did you say what you would do differently next time?
- Did you add honest advice, not only positive comments?

 **Practical travel details**

- Did you include useful planning details (e.g., timing, transport, costs)?
- Did you explain who the advice is best for?
- Did you mention any trade-offs or limitations?
- Did you avoid vague advice like “go early” without explaining why?
- Did you group related questions instead of creating thin, repetitive posts?

 **Sources and updates**

- Did you use official sources for details that can change?
- Did you check opening hours, ticket prices, routes, and rules?
- Did you separate facts from personal opinions?
- Did you add or update a “last updated” note if the guide includes time-sensitive details?

 **Images, captions, and schema**

- Did your images support the advice in the post?
- Did you rename important image files?
- Did you write natural, specific alt text?
- Did you add captions where they help readers notice something useful?
- Did you use schema only when it matches visible content on the page?

How to make your travel post stronger for AI Overviews

Checklist

