The Review Site Launch Checklist

20-step pre-publish checklist for every AI-built review site - a Pickzox exclusive bonus.

1. Add real hands-on perspective to every AI review (E-E-A-T).

2. Place affiliate disclosure above the fold and near CTAs.

3. Verify every affiliate link clicks through to the right product.

4. Add pros AND cons - one-sided reviews don't convert.

5. Check all images have descriptive alt text.

6. Test page speed on mobile (target under 3s).

7. Add an FAQ section targeting long-tail keywords.

8. Write a unique meta title and description per page.

9. Add internal links between related reviews.

10. Include a clear final verdict with who-should-buy.

11. Remove AI filler phrases and generic claims.

12. Add real pricing with date checked.

13. Ensure the site has About, Contact, Privacy pages.

14. Add author bio with credentials.

15. Test all buttons on mobile.

16. Check for thin content - every page needs substance.

17. Set up Google Search Console on day one.

18. Create a simple XML sitemap.

19. Add schema markup (Review/Product).

20. Publish, then promote - don't wait for perfection.