

A Content Chunking Checklist for More User- and AI-Friendly Copy

Content chunking is a method of organizing blog, landing page or pillar page text (or another form of copy) for maximum clarity.

When you chunk content, your goal is to make the information easy to understand, using intentional headings, hierarchy, writing, visuals and formatting techniques that readers and AI systems can parse, cite, quote and recommend.

Here's a content chunking checklist to reference when organizing your copy:

- ☐ **Lead each major section with a direct answer.**

- ☐ **Use descriptive H2s and H3s.**

- ☐ **Keep paragraphs short.**

- ☐ **Use bullets for grouped ideas.**

- ☐ **Use numbered lists for processes.**

- ☐ **Include tables for comparisons.**

- ☐ **Add verifiable facts, data points and source links.**

- ☐ **Avoid burying the answer below a long setup.**

- ☐ **Make every section useful on its own.**