

AI Search Optimization Readiness Checklist

Is your website visible, trusted, and usable by AI-powered search engines?

Use this checklist to quickly assess how prepared your website is for AI-driven search, answer engines, and generative results.

Content & Structure

- Our core pages clearly answer **specific user questions**, not just describe products or services
- Content is written in **plain, authoritative language** (no fluff, no jargon overload)
- Each page focuses on **one primary topic or intent**, not multiple competing ideas
- We use **clear headings (H1, H2, H3)** that explain what the section answers
- Key takeaways are easy to summarize (lists, bullets, concise paragraphs)

AI-Friendly Formatting

- Pages include **FAQ-style sections** that mirror real search questions
- Important definitions, processes, and explanations are clearly labeled
- Content avoids walls of text and uses **scannable layouts**
- Tables, lists, and summaries are used where appropriate to simplify information
- Content is written **conversationally** — matching how people ask questions in AI prompts

Authority, Trust & Credibility

- Content references **credible sources, research, or data** where applicable
- Claims are supported with facts, examples, or customer proof
- Author or company expertise is clearly communicated
- About, Contact, and Trust pages are easy to find and up to date
- We demonstrate **real-world experience** – not just general knowledge – on our core topics

Technical & SEO Foundations

- Pages load quickly on desktop and mobile
- Website is mobile-friendly and accessible
- Structured data** (schema) is implemented where appropriate
- URLs, page titles, and meta descriptions are clean and descriptive
- There are no broken links, redirect loops, or crawl errors on key pages

Search Intent & User Experience




- Pages are built to **solve problems**, not just rank for keywords
- Content matches where the visitor is in the buying or research journey
- Calls to action are helpful, relevant, and non-pushy
- Internal links guide users to deeper, related content
- Visitors can quickly understand what we do, and why we're credible – within seconds of landing

AI Visibility & Measurement

- Core pages are reviewed and refreshed at least **every 90 days**
- We track more than just rankings (engagement, conversions, content performance)
- We monitor which content earns citations, referrals, or external references in AI tools
- We have identified the **content gaps** most likely to cost us AI visibility in our category
- We have **tested our key pages** in ChatGPT, Perplexity, and Google AI Overviews to check our visibility

Your Score: What It Means

Count the boxes you checked (30 total) and find your readiness tier below.

SCORE	READINESS TIER	WHAT IT MEANS
25 – 30	 AI Ready	Strong foundation. Keep refreshing content and testing AI visibility quarterly.
16 – 24	 Needs Attention	Gaps exist that are likely costing you citations and qualified traffic.
Under 16	 High Risk	Your site is largely invisible to AI search. Immediate action recommended.

See Exactly Where You Stand. Fix What's Costing You.

PMC delivers a hands-on AI Search Visibility Review with specific quick wins, a gap analysis, and a roadmap you can use.

Let's talk.

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