

# AI-Readiness Checklist

This checklist is designed to help you audit your content against the specific ranking factors that AI search engines (like Google's AI Overviews, OpenAI's SearchGPT, and Perplexity) prioritize.

Use this to identify which of your pages are "AI-ready" and which are stuck in the 2024 "blue link" era.

## Part 1: Accessibility (Can AI Find You?)

Before an AI can cite you, its "agent" must be able to crawl your site without friction.

- Unblock AI Crawlers: Check your robots.txt file. Ensure you are not accidentally blocking GPTBot, Google-Extended, ClaudeBot, or PerplexityBot.
- Raw HTML Visibility: Ensure your core content is visible in the raw HTML. If your site relies heavily on JavaScript to load text, AI agents may skip it.
- Schema Markup Mastery: Have you implemented FAQPage, HowTo, and Product schema? AI uses these as "data maps" to extract facts instantly.
- Speed Thresholds: Does your site pass the 2026 Core Web Vitals? (Aim for LCP  $\leq$  2.5s and CLS  $\leq$  0.1). AI agents prefer stable, fast-loading sources.

## Part 2: Content Structure (Is it Extractable?)

AI doesn't read like a human; it "scrapes" for answers. If your answer is buried in the 5th paragraph, you won't be cited.

- The 150-Word Rule: Is the primary answer to the page's main question located within the first 150 words?
- Question-Based H2s: Are your subheads phrased as questions (e.g., "How much does X cost?") rather than vague topics (e.g., "Pricing").
- Data "Chunking": Is your supporting data (stats, steps, comparisons) in bulleted lists or tables? AI models prioritize structured data over dense prose.
- The "Direct Answer" Hook: Do you provide a concise, 40-60 word summary at the top of your long-form articles?

## Part 3: Information Gain (Is it Unique?)

In 2026, AI filters out "me-too" content. If your article says exactly what Wikipedia says, the AI will just use Wikipedia.

- First-Party Evidence: Does the page include proprietary data, original photos, or "boots on the ground" experience that an AI couldn't find elsewhere?
- Author Entity Trust: Is there a clear Author Bio with links to LinkedIn or professional credentials? AI ranks entities (people/brands), not just keywords.
- Counter-Narrative: Do you provide a unique perspective or a "hot take" on the topic? Unique opinions are high-value for "Perspective" based searches.

## Part 4: Monitoring (How is your AI Visibility?)

You can't optimize what you don't measure.

- AI Citation Tracking: Are you tracking how often your brand name is mentioned in AI-generated summaries (not just your Google rank)?
- Sentiment Audit: When you ask an AI about your product, is the tone positive and accurate?
- Share of Voice (SoV): For your top 10 keywords, is your link appearing in the "Sources" or "References" section of the AI Overview?

## Your Score

- 8-12 Checks: You are an AI Leader. Focus on scaling your content clusters.
- 5-7 Checks: You are at Risk. You have the content, but the structure is hiding it from AI agents.
- 0-4 Checks: You are Invisible. A technical and structural overhaul is required immediately to survive the 2026 shift.