

STRATEGY

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- ☐ S1 One vocabulary — the same names for products, features, and problems on every surface, docs included
- ☐ S2 Claims carry evidence — every key claim has a source or a number behind it
- ☐ S3 The site is a walkable graph — problem, solution, feature, capability, and proof pages interlink
- ☐ S4 A written inventory of pre-brand buyer questions exists
- ☐ S5 You optimize for multiple engines (ChatGPT, Claude, Gemini, Perplexity), not one
- ☐ S6 A named owner for AI-search readiness exists

CONTENT

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- ☐ C1 Key sections open with a complete answer (answer-first, ~200 words)
- ☐ C2 Sections stand alone — extractable without the text above them
- ☐ C3 FAQs, definitions, or step-lists on key pages
- ☐ C4 Quotable statistics with sources on key pages
- ☐ C5 Comparison content exists — honest and current
- ☐ C6 Third-party corroboration linked (reviews, analysts, customer stories)
- ☐ C7 Content covers pre-brand journey stages, not only product pages

TECHNICAL

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- ☐ T1 Core content is server-rendered — visible in raw HTML without JavaScript
- ☐ T2 robots.txt admits AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended)
- ☐ T3 Indexed in Bing (it feeds ChatGPT) — Bing Webmaster verified
- ☐ T4 Organization/Person schema with sameAs links
- ☐ T5 Per-page JSON-LD (Article, FAQ, HowTo) where fitting
- ☐ T6 llms.txt exists and is current
- ☐ T7 Pages respond fast — under ~2s (AI crawlers time out at 1–5s)
- ☐ T8 Clean canonicals — one URL per page

OPERATIONS

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- ☐ O1 Every content class has a refresh cadence (weekly signals vs annual flagships)
- ☐ O2 A freshness loop runs — owner, written standard, calendar
- ☐ O3 Citation / share-of-answer monitoring on a schedule (tool or monthly prompt panel)
- ☐ O4 A decay watchlist exists for content older than 3 months
- ☐ O5 Quarterly re-audit is on the calendar

0–9 invisible

10–17 present but unquotable

18–23 competitive

24–26 the answer

TOTAL -- / 26