

FREE RESOURCE

12 questions across 4 dimensions — score yourself before you spend a dollar on AI search optimization.

How to use this checklist:

For each question, choose the answer that best describes your current situation. Red means a gap that needs fixing before AI visibility is possible. Yellow means partial readiness — progress is happening. Green means you are set up for AI citation.

1 Business Foundation

Do you have the fundamentals AI engines need?

Q1

Do you have a clearly defined product or service with a named category in the market?

L No / Not sure

& p Partially / Sort of

Yes

Q2

Can you clearly explain what your product does in one short paragraph?

L No / Not sure

& p Partially / Sort of

Yes

Q3

Do you have a unique value proposition that differentiates you from at least 3 competitors?

L No / Not sure

& p Partially / Sort of

Yes

2 Technical Readiness

Is your website configured for AI discovery?

Q4

Does your robots.txt allow AI crawler access (GPTBot, ClaudeBot, PerplexityBot)?

L No / Not sure

& p Partially / Sort of

Yes

Q5

Do you have structured data (JSON-LD Schema.org) on your key pages?

L No / Not sure

& p Partially / Sort of

Yes

Q6

Does your site have a clearly written first paragraph (first 150 words) that defines what you do?

L No / Not sure

& p Partially / Sort of

Yes

3 Content Maturity

Do you publish content AI engines can learn from?

Q7

Do you publish FAQ-style content that answers questions your buyers actually ask?

L No / Not sure

'L No / Not sure



& p Partially / Sort of



' Yes

'L No / Not sure

& p Partially / Sort of

' Yes

'L No / Not sure

& p Partially / Sort of

' Yes

Do you have the resources to sustain AEO work?

'L No / Not sure

& p Partially / Sort of

' Yes

'L No / Not sure

& p Partially / Sort of

' Yes

'L No / Not sure

& p Partially / Sort of

' Yes

Run a free AEO scan on your domain — get your visibility score and a prioritized to-do list in under 2 minutes.

