

# PART 1: THE TECHNICAL FOUNDATION

## AI CRAWLABILITY CHECKLIST

Before AI can recommend your business, it needs to find, read, and trust your site. These four technical pillars determine whether you're invisible or authoritative to Large Language Models.

**1**

### JSON-LD SCHEMA MARKUP

Does your site have specific organizational and local business schema so AI knows exactly who you are?

**2**

### SEMANTIC HEADER HIERARCHY

Are your H1 and H2 tags descriptive and context-heavy for Large Language Models (LLMs)?

**3**

### ROBOTS.TXT PERMISSIONS

Are you accidentally blocking AI user-agents from indexing your most valuable service pages?

**4**

### LIGHTNING LOAD SPEEDS

Does your site load in under 2 seconds to prevent "infrastructure failure" during traffic spikes?



Failing even one of these checks can cause AI tools to deprioritize or entirely skip your business when generating recommendations.

# PART 2: CONTENT AUTHORITY

## THE AI RECOMMENDATION ENGINE

AI doesn't just crawl your site – it evaluates whether your content is trustworthy, specific, and citable. These four checks determine if you become a source AI recommends or one it ignores.

### NATURAL LANGUAGE FAQ SECTION

Do you have a dedicated FAQ using the **exact conversational questions** your customers ask? AI tools pull directly from well-structured FAQ content.

### ENTITY-BASED KEYWORDS

Are you targeting specific **entities** (e.g., "Boutique Consulting Houston") rather than just old-school 4-word keywords that LLMs no longer prioritize?

### VERIFIED THIRD-PARTY CITATIONS

Does your business appear on **authoritative directories** that AI tools use to cross-reference and validate data before making a recommendation?

### FACT-LEVEL OPTIMIZATION

Are your individual claims and insights **clear enough to stand alone** for AI citation? Each fact should be self-contained and verifiable.

**i** Entity-based targeting and third-party citations work together – AI cross-references your on-site claims against external sources to determine credibility.

# PART 3: BRAND PERCEPTION & AUTOMATION

## CONVERT & SCALE

Technical authority means nothing if your brand experience fails to convert high-value leads – and manual processes silently drain your capacity to scale. These final two checks close the loop.



## MOBILE-FIRST LUXURY UI

Is the design **clean and modern**, reflecting a premium brand image that converts high-end leads? Your site's visual experience is a direct signal of your brand's quality – to both human visitors and AI systems evaluating your credibility.

## INTEGRATED CONVERSION POINTS

Are your POS and lead forms **automated**, or are you still trapped in "Manual Sync" data entry? Every manual touchpoint is a bottleneck that limits growth and introduces costly errors.

- ✔ Automating your conversion pipeline frees your team to focus on high-value client relationships – not data entry.

# 2S

## MAX LOAD TIME

Sites loading faster than 2 seconds avoid AI "infrastructure failure" penalties during traffic spikes.

# 3

## CHECKLIST PARTS

Technical foundation, content authority, and brand automation – all three must work together.

# 100%

## AI READINESS GOAL

Every unchecked box is a missed opportunity for AI to recommend your business over a competitor.

# AI READINESS CHECKLIST: COMPREHENSIVE REVIEW

This comprehensive checklist combines all critical elements to ensure your business is fully optimized for AI visibility, authority, and conversion. Use it to track your progress and achieve full AI readiness.

## PART 1: THE TECHNICAL FOUNDATION

- JSON-LD Schema Markup:** Your site has specific organizational and local business schema so AI knows exactly who you are.
- Semantic Header Hierarchy:** Your H1 and H2 tags are descriptive and context-heavy for Large Language Models (LLMs).
- Robots.txt Permissions:** You are not accidentally blocking AI user-agents from indexing your most valuable service pages.
- Lightning Load Speeds:** Your site loads in under 2 seconds to prevent "infrastructure failure" during traffic spikes.

## PART 2: CONTENT AUTHORITY

- Natural Language FAQ Section:** You have a dedicated FAQ using the **exact conversational questions** your customers ask, structured for AI.
- Entity-Based Keywords:** You are targeting specific **entities** (e.g., "Boutique Consulting Houston") rather than old-school keywords.
- Verified Third-Party Citations:** Your business appears on **authoritative directories** that AI tools use to cross-reference and validate data.
- Fact-Level Optimization:** Your individual claims and insights are **clear enough to stand alone** for AI citation.

## PART 3: BRAND PERCEPTION & AUTOMATION

- Mobile-First Luxury UI:** Your design is **clean and modern**, reflecting a premium brand image that converts high-end leads.
- Integrated Conversion Points:** Your POS and lead forms are **automated**, eliminating manual data entry bottlenecks.

✔ Completing this checklist positions your business as an authoritative, trustworthy, and efficient resource for AI-driven recommendations.