



AI SEARCH READINESS ASSESSMENT

Is Your Website Ready for ChatGPT, Google AI Overviews & the Future of Search?

Evaluate your website's technical foundation, content quality, authority, structured data, analytics, and ability to be understood by AI-powered search platforms.

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DIGITAL GROWTH STRATEGIST

AI SEARCH • SEO • ANALYTICS • CONVERSION STRATEGY

Search Is No Longer Just a List of Links

People are increasingly using AI platforms to ask detailed, conversational questions, compare businesses, research services, and make purchasing decisions.

- **Platforms shaping this shift**

ChatGPT

Google AI Overviews

Gemini

Claude

Perplexity

These platforms can generate direct answers by analyzing information from multiple sources. This means businesses are no longer competing only for a position in traditional Google search results. They are also competing to become a trusted source that AI systems can understand, reference, summarize, and recommend.

- **What this means for your business**

Your website needs to clearly communicate:

- Who you are
- What you offer
- Who you serve
- Where you operate
- Why your information should be trusted
- How your business connects to relevant topics and entities

Traditional SEO helps people find your website. **AI Search Optimization helps your business become part of the answer.**



Traditional Search vs. AI-Powered Search

The strongest strategy includes both — AI Search Optimization builds on SEO rather than replacing it.

Traditional Search

THE USER SEARCHES

"Digital marketing consultant
Florida"

- A list of websites
- Paid advertisements
- Maps and local listings
- Featured snippets
- Organic search results

PRIMARY GOAL

Earn rankings and attract clicks.

AI-Powered Search

THE USER ASKS

"Who can help my business
improve visibility in ChatGPT
and AI Overviews?"

- Interpret the user's intent
- Analyze multiple sources
- Compare businesses
- Summarize information
- Generate a recommendation & cite sources

PRIMARY GOAL

Become a trusted, relevant, understandable source.

The Strongest Strategy Includes Both

Technical Performance

Helpful Content

Structured Data

Entity Clarity

Topical Authority

Trust Signals

Conversion UX

01 Technical Foundation

AI systems cannot confidently interpret a website they cannot properly access, crawl, or understand. Your technical foundation affects visibility in both traditional and AI-powered search.

WHY IT MATTERS

Strong technical SEO makes it easier for search engines and AI platforms to discover, interpret, and retrieve your information.

- ☐ My website uses HTTPS and has a valid security certificate.
- ☐ My pages load quickly on desktop and mobile devices.
- ☐ My website is mobile-friendly.
- ☐ Important pages can be crawled and indexed.
- ☐ My XML sitemap is current and submitted to search engines.
- ☐ My robots.txt file is properly configured.
- ☐ My website does not have widespread broken links or redirect errors.
- ☐ My URLs are clear, concise, and descriptive.
- ☐ My website has a logical navigation structure.
- ☐ Related pages are connected through internal links.

YOUR SCORE

Completed / 10



02 Content Quality & Topical Authority

AI platforms look for content that is useful, accurate, complete, and relevant to the user's question. Publishing a few short service pages is rarely enough to demonstrate meaningful expertise.

WHY IT MATTERS

AI systems are more likely to trust sources that demonstrate depth, consistency, relevance, and subject-matter expertise.

- ☐ Each primary service has its own detailed page.
- ☐ My website clearly explains the problems each service solves.
- ☐ My content answers common customer questions.
- ☐ My website covers important topics related to my services.
- ☐ Related content is organized into topic clusters.
- ☐ My content demonstrates real experience and expertise.
- ☐ My website includes original insights, examples, or case studies.
- ☐ My content is written for people rather than stuffed with keywords.
- ☐ Important pages are reviewed and updated regularly.
- ☐ My website provides information that is more helpful than competing pages.

YOUR SCORE

Completed / 10



03 Structured Data & Entity Clarity

Search engines and AI systems need to understand the people, businesses, services, locations, products, and ideas represented on your website. These recognizable concepts are known as entities.

WHY IT MATTERS

Structured data provides context. Entity clarity helps AI systems understand who you are, what you do, and how your business relates to relevant topics.

- ☐ My business name, services, and contact information are consistent across the web.
- ☐ My website clearly identifies the organization behind the content.
- ☐ My About page explains who I am or who leads the business.
- ☐ My website clearly defines the locations or areas I serve.
- ☐ Organization or Local Business Schema is implemented.
- ☐ Service Schema is used where appropriate.
- ☐ Article or BlogPosting Schema is used on educational content.
- ☐ Breadcrumb Schema is implemented.
- ☐ Product, Review, Event, or other relevant Schema is used where appropriate.
- ☐ My structured data has been tested for errors.

YOUR SCORE

Completed / 10



04 Trust, Authority & Credibility

AI systems must decide whether a source appears reliable enough to use when generating an answer. Clear trust signals strengthen both user confidence and search visibility.

WHY IT MATTERS

Authority is not created by simply saying you are an expert. It is demonstrated through transparency, consistency, evidence, experience, and third-party validation.

- ☐ My website clearly identifies the author or business responsible for the content.
- ☐ Author biographies demonstrate relevant experience or credentials.
- ☐ My website includes real client testimonials or reviews.
- ☐ I provide case studies, examples, or evidence of results.
- ☐ My contact information is easy to find.
- ☐ My website includes an About page with meaningful business information.
- ☐ Policies such as Privacy, Terms, and accessibility information are available.
- ☐ My business has a consistent presence across reputable platforms.
- ☐ My content cites credible sources when appropriate.
- ☐ Claims are accurate, supportable, and not exaggerated.

YOUR SCORE

Completed _____ / 10



05 Conversational & AI-Friendly Content

People speak to AI assistants differently than they use traditional keyword searches. Your content should reflect the questions, comparisons, and concerns customers actually have.

WHY IT MATTERS

Well-organized content helps both people and AI systems identify key information quickly and understand the context surrounding it.

- ☐ My headings clearly describe the information that follows.
- ☐ My content uses natural, conversational language.
- ☐ Important questions receive direct, concise answers.
- ☐ My service pages include frequently asked questions.
- ☐ My content explains complex topics in understandable language.
- ☐ My pages include relevant comparisons, definitions, and examples.
- ☐ My content addresses different stages of the customer decision process.
- ☐ My website clearly explains why someone should choose my business.
- ☐ Important facts are easy to locate and summarize.
- ☐ My content is organized into short, scannable sections.

YOUR SCORE

Completed / 10



06 Analytics, Visibility & Conversion Tracking

AI visibility is valuable only when it supports meaningful business goals. You need reliable data to understand what visitors do after discovering your website.

WHY IT MATTERS

Visibility without measurement can create false confidence. Reliable tracking helps you understand what is producing real business results.

- ☐ Google Analytics 4 is properly installed.
- ☐ Google Tag Manager is configured where appropriate.
- ☐ Contact form submissions are tracked.
- ☐ Phone calls are tracked.
- ☐ Online bookings or purchases are tracked.
- ☐ Important button clicks are measured.
- ☐ Traffic sources are reviewed regularly.
- ☐ Organic search performance is monitored.
- ☐ My website has clear calls to action.
- ☐ I can connect marketing activity to leads, sales, or appointments.

YOUR SCORE

Completed / 10



CALCULATE YOUR RESULT

Your AI Search Readiness Score

ASSESSMENT CATEGORY

SCORE

Technical Foundation

___ / 10

Content & Topical Authority

___ / 10

Structured Data & Entities

___ / 10

Trust & Credibility

___ / 10

Conversational Content

___ / 10

Analytics & Conversions

___ / 10

Total Score

___ / 60

0-15

Significant Work Is Needed

Your website may have technical, content, tracking, or trust issues that limit its visibility across both traditional and AI-powered search. Start with the technical foundation and your most important service pages.

16-30

A Foundation Is in Place

You have some important elements working, but gaps may prevent AI systems from fully understanding or trusting your website. Prioritize structured data, content depth, entity clarity, and conversion tracking.

31-45

Strong AI Search Readiness

Your website has many of the foundational elements needed for modern search visibility. Focus on strengthening topical authority, publishing original insights, and improving areas where competitors outperform you.

46-60

Advanced Foundation

Your website is well-positioned for both traditional and AI-powered search. Continue monitoring emerging platforms, refining content, validating structured data, and measuring visibility's contribution to growth.

Common AI Search Mistakes Businesses Make

-  **Treating AI Search as a Shortcut**
There is no single piece of code, plugin, Schema type, or file that guarantees inclusion in AI-generated answers. Strong visibility begins with a credible website and a comprehensive strategy.
-  **Publishing Large Amounts of Generic AI Content**
Content volume does not equal authority. Generic, repetitive, or unverified content can weaken your brand and make your website less useful.
-  **Ignoring Traditional SEO**
AI Search Optimization builds on technical SEO, crawlability, content quality, authority, and user experience. Weak SEO foundations also weaken AI search readiness.
-  **Focusing Only on Keywords**
Keywords remain useful, but AI systems also evaluate topics, intent, relationships, entities, context, and meaning.
-  **Adding Schema Without Improving the Content**
Structured data helps explain your content. It cannot compensate for thin, inaccurate, or unhelpful information.
-  **Making Claims Without Evidence**
Overstated claims, vague expertise, and unsupported statistics can reduce trust. Use examples, credentials, case studies, reliable sources, and transparent language.

What Helps AI Systems Understand and Trust a Website?

AI platforms use different models, methods, data sources, and retrieval systems — there is no universal formula. However, strong websites often share several characteristics.

Clear Identity

AI systems can determine who owns the website, who created the content, and what the business does.

Relevant Expertise

The website demonstrates knowledge across the topics connected to its services.

Helpful Answers

Content addresses real questions with clarity, accuracy, and sufficient depth.

Strong Organization

Pages, headings, internal links, and site architecture create clear relationships between information.

Consistent Entities

Business names, people, locations, services, and brand information remain consistent across the website and trusted external platforms.

Credible Evidence

Reviews, case studies, qualifications, original research, and trustworthy citations support important claims.

Technical Accessibility

Search engines and AI retrieval systems can properly access, crawl, render, and interpret the website.

"The goal is not to write for a machine. The goal is to make your expertise unmistakably clear."

Build Your AI Search Action Plan

Choose the three improvements that would make the greatest difference to your website.

1 Priority 1

What needs improvement? _____

Why does it matter? _____

Next action: _____

Target completion: _____

2 Priority 2

What needs improvement? _____

Why does it matter? _____

Next action: _____

Target completion: _____

3 Priority 3

What needs improvement? _____

Why does it matter? _____

Next action: _____

Target completion: _____

• Recommended order of improvement

- 1 Resolve serious technical and indexing problems.
- 2 Strengthen core service and conversion pages.
- 3 Clarify entities, expertise, and trust signals.
- 4 Implement accurate structured data.
- 5 Build supporting topical content.
- 6 Configure reliable analytics and conversion tracking.
- 7 Monitor traditional and AI-powered search visibility.

READY FOR THE NEXT STEP?

Turn Your Assessment Into a Strategy

Completing this assessment is the first step. The next step is identifying which improvements should be prioritized based on your business, audience, competitors, website, and growth goals. I help businesses build stronger digital foundations through:

AI Search Optimization

SEO

Website Strategy

Structured Data

Content Architecture

Analytics & Conversion Tracking

Competitive Research

Fractional Digital Strategy

[Book an AI Search Strategy Session](#)

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SCAN TO SCHEDULE

Smarter strategy. Stronger visibility. Measurable growth.