Bonus 1: AI-Readiness Self-Audit Checklist

25 checks to run on any page before you pay for an audit

1. Crawl access
Let AI bots (GPTBot, CCBot, Google-Extended) reach your key pages.

2. Fresh dates
Show published/updated dates on articles — AI models trust recency.

3. Direct answers
Put a clear 1-2 sentence answer in the first 100 words of each page.

4. FAQ sections
Add a real FAQ answering the questions people actually ask.

5. Statistics with sources
Cite numbers with named sources — citable content gets cited.

6. Author bylines
Real author names + short bios build trust signals.

7. About page
A complete About page tells AI who is behind the site.

8. Contact info
Real contact details — another trust signal for AI and humans.

9. Schema markup
Add Article/FAQ/Organization schema to key pages.

10. Short paragraphs
Keep paragraphs under 4 lines — AI quotes snippets, not walls.

11. Descriptive headings
Headings that state facts, not clickbait.

12. Original data
Publish at least one original stat, test, or case study.

13. Update old posts
Refresh your top 10 posts — stale content loses citations.

14. Internal linking
Link related pages with descriptive anchor text.

15. External citations
Link out to reputable sources — hubs get cited.

16. No thin pages

Merge or expand pages under 300 useful words.

17. Image alt text

Descriptive alt text on every meaningful image.

18. Mobile friendly

Pass a mobile test — most AI search happens on phones.

19. Fast loading

Keep key pages under 3 seconds load time.

20. HTTPS

Secure site — a basic trust requirement.

21. Clear niche focus

One topic area done well beats five done thinly.

22. Consistent publishing

Fresh content signals an active, maintained site.

23. Unique angle

Say something competitors do not — originality gets quoted.

24. Answer follow-ups

Cover the 'what next' questions, not just the main one.

25. Plain language

Simple English travels better across AI models and readers.