

AI-Ready Website Checklist

Forty checks across eight areas so search engines and AI assistants understand — and cite — your organization accurately.

What “ready for AI” means

Search engines and AI assistants read a website the way a careful stranger would — by its structure, consistency and how plainly it says what it is. This checklist turns that into forty concrete checks across eight areas. Score each item present / partial / missing; the gaps are your GEO and AEO roadmap.

1. Entity clarity

- ☐ The organization's name, what it does, where it operates and what it makes are stated in plain text on the homepage and About page.
Not only in an image, a video or a tagline.
- ☐ The same description is used consistently across the site, structured data, LinkedIn and directories.
Inconsistency makes machines hedge; hedging means not being cited.
- ☐ Each service and each market has its own page with a plain one-paragraph definition near the top.
- ☐ Leadership, locations and contact details are real text, not images or PDFs.
- ☐ Case studies name the client, the challenge and a measurable outcome where permitted.
This is the proof AI systems and buyers trust most.

2. Semantic structure

- ☐ Every page has exactly one H1 that says what the page is about.
- ☐ Headings form a logical outline (H2 for sections, H3 for sub-points) — no styling-only headings.
- ☐ Lists are real lists, tables are real tables, quotes are marked as quotes.
AI systems lift content in chunks; well-formed chunks are lifted accurately.
- ☐ Navigation, main content and footer are marked with landmarks (nav, main, footer).
- ☐ Each page addresses one topic; long pages are split by section with clear headings.

3. Answerable content

- ☐ Pages that exist to answer a question answer it in the first two paragraphs.
How long, how much, which CMS, which industries, where.
- ☐ An FAQ exists on service pages, with real questions and direct answers.
- ☐ Numbers, dates, prices and ranges are stated explicitly where they can be.
- ☐ Key definitions (what is X) appear as a plain sentence, not only inside marketing copy.

4. Structured data

- ☐ Organization schema with name, logo, locations, sameAs and contact is present site-wide.
- ☐ Service, Product, Article and FAQPage schema are used where the page content supports them.
- ☐ Structured data matches the visible page — it never claims more than the page says.
Overstating schema is penalized and erodes trust.

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- ☐ Breadcrumb schema reflects the real site hierarchy.
 - ☐ Schema validates without errors in Google's Rich Results Test and the Schema.org validator.
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5. Rendering and performance

- ☐ Primary content is present in the server-rendered HTML (view-source shows the text).
Content injected only by JavaScript is invisible to many crawlers and AI fetchers.
 - ☐ Core Web Vitals pass on mobile and desktop for key templates.
 - ☐ Time to first byte is under 500 ms from the target markets.
 - ☐ Images have descriptive alt text and modern formats; hero text is not baked into images.
 - ☐ robots.txt and meta robots allow the crawlers you want, and this is a decision, not a default.
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6. Authorship and provenance

- ☐ Articles have a named author or a real editorial identity, a publication date and an update date.
 - ☐ An About page describes who the organization is, with real people and credentials.
 - ☐ Claims and statistics cite their source.
 - ☐ Legal, privacy and contact pages are complete and current.
Trust signals are read by machines as well as people.
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7. Multilingual and market signals

- ☐ Each language version has complete hreflang, including x-default.
 - ☐ Titles, descriptions, slugs, alt text and schema are translated — not only body copy.
 - ☐ No page mixes languages; navigation and footer are fully localized.
 - ☐ Office addresses and phone numbers per market are present as text and in schema.
 - ☐ Visitors are not force-redirected by IP; language is suggested and remembered.
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8. Measurement

- ☐ You have asked an AI assistant to describe your organization and compared it with your website.
Repeat quarterly; treat wrong answers as content bugs.
 - ☐ Search Console is connected and reviewed per language/market.
 - ☐ Branded and non-branded queries are tracked separately.
 - ☐ Referrals from AI assistants and answer engines are tracked as a channel.
 - ☐ A named owner reviews visibility monthly and owns the fixes.
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Scoring

40 items. Count “present” as 1, “partial” as 0.5. Under 20: your organization is largely described by third parties. 20–30: visible but inconsistent — fix entity clarity and structured data first. Over 30: you are in the citation set; focus on answerable content and measurement.

About Super Agency

Super Agency is a design-led digital studio in Istanbul and Frankfurt. We design and engineer enterprise websites for holdings, global manufacturers and leading brands — strategy, design and engineering in one senior team. If you would like a structured read on where your website stands, ask us for a website audit: hello@super-agency.com · super-agency.com/contact