2027 BUSINESS CHECKLIST

AI Search Readiness Checklist

24 practical checks for a website that can be crawled, understood and trusted.

1. CRAWLER ACCESS

- [ ] robots.txt permits the search crawlers you intentionally support
- [ ] CDN, firewall and bot protection do not block verified crawlers
- [ ] Core content is present in server-rendered or static HTML
- [ ] Important URLs return 200, are indexable and appear in the sitemap

2. BUSINESS ENTITY

- [ ] Business name, contact details and services are consistent
- [ ] About, service and contact pages clearly explain the company
- [ ] Google Business Profile and credible listings are current
- [ ] Organization or LocalBusiness data reflects the real business

3. EXTRACTABLE ANSWERS

- [ ] Key pages open with a concise answer to the visitor's question
- [ ] Headings reflect real questions and purchase decisions
- [ ] Each important section makes sense when read on its own
- [ ] Services, prices and policies appear as text - not only images

4. PROOF AND TRUST

- [ ] Articles identify a real author, reviewer or responsible company
- [ ] Case studies describe the work, decisions and measurable outcomes
- [ ] Testimonials include enough context to be useful and credible
- [ ] Content adds first-hand experience, sources and review dates

5. STRUCTURED DATA

- [ ] Relevant Organization, Service, Article and Breadcrumb data exists
- [ ] Structured data matches the information visitors can actually see
- [ ] Markup is validated and material errors are corrected
- [ ] The strategy does not depend on invented 'AI schema' or magic files

6. MEASUREMENT

- [ ] Google Search Console indexing and AI visibility are reviewed
- [ ] Bing Webmaster Tools AI Performance is checked when available
- [ ] AI-search referrals and relevant crawler activity are monitored
- [ ] Real buyer questions are tested periodically and findings recorded

YOUR SCORE

Award one point for every completed check. Maximum: 24 points.

20-24	12-19	0-11
Strong position	**Important gaps**	**Urgent work**
Maintain, measure and improve.	Prioritise access, clarity and proof.	Fix crawlability and core content first.

Crawler names and platform reports change. Verify current vendor documentation before changing robots.txt.