

AI Audit Checklist

Item-by-item checklist for AI search readiness

Work through each item and mark it. Note the URL or evidence for every item marked as a fail. Items marked (Priority) should be fixed before anything else.

A. Entity and brand clarity

- [] Brand name is spelled the same way on the site, schema, Google Business Profile and directories (Priority)
- [] Homepage states what the business does, where, and for whom, in the first screen of text
- [] Organization or LocalBusiness schema is present and matches visible content
- [] sameAs links point to the official profiles only (Priority)
- [] Lookalike or similarly named businesses are separated clearly on the site (add a line on About or Contact if needed)
- [] Each location has its own page with address, phone, opening hours and map link

B. Crawler access

- [] robots.txt reviewed for Googlebot, Bingbot, OAI-SearchBot, ChatGPT-User, PerplexityBot, Claude-SearchBot and Claude-User (Priority)
- [] Training-crawler rules (GPTBot, ClaudeBot, Google-Extended) recorded as a business decision
- [] Important pages are not blocked by noindex, canonical errors or robots rules
- [] Key content is in the HTML (not only loaded by JavaScript after interaction)
- [] No login, cookie wall or geo block stops crawlers from reading the content

C. Machine-readable guidance

- [] llms.txt exists at /llms.txt and links to the main service, category and FAQ pages
- [] Sitemap.xml is referenced in robots.txt and contains only indexable URLs
- [] Structured data validates in the Rich Results Test and Schema Markup Validator with no errors
- [] Product, FAQ and HowTo markup is used only where the page shows the same content

D. Answer-ready content

- [] Each money page answers its main question in the first 40 to 60 words (Priority)
- [] One H1 per page that names the topic; H2 and H3 follow a logical outline
- [] Comparisons, prices, sizes, steps and specifications appear as tables or lists
- [] FAQs use the same questions customers ask in store or by phone
- [] Answers are specific (numbers, timeframes, conditions), not generic claims
- [] No fluff sections, filler paragraphs or keyword-stuffed text

E. EEAT and trust proof

- [] About page names the people and explains their experience or qualifications (Priority)

- [] Real photos of staff, workshop, stores or products are used (no unrelated stock images)
- [] Reviews are shown with source, date and rating from a checkable platform
- [] Claims such as years in business, awards and guarantees are supported on the site
- [] Privacy, terms, returns and warranty pages are linked from the footer
- [] Contact details, ABN or company number and business address are visible
- [] Same trust facts (number of stores, years, customers) match across homepage, About and Contact

F. Off-site and reputation

- [] Google Business Profile claimed, complete, and each location has current photos and hours
- [] Review responses are present for the last 90 days
- [] Directory listings use the same name, address and phone (NAP)
- [] No conflicting listings for the same business on major directories

G. Measurement

- [] Baseline recorded for the target query list (mentioned, cited, position in answer)
- [] Search Console and GA4 set up; AI referral sources (chatgpt.com, perplexity.ai, copilot.microsoft.com, gemini.google.com) tracked as referrals
- [] Re-test scheduled at 30, 60 and 90 days, with the same queries and the same logged-out setup

Sign-off: Auditor _____ Client contact _____ Date _____