The AI-Readiness Checklist

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Beyond Clicks

- [ ] Ensure Bingbot and GPTBot are allowed in robots.txt. Use Bing Webmaster Tools to confirm indexation.
- [ ] Validate Organisation, Service, FAQ, and Article schema using Google Rich Results Test. Ensure title and meta description fields exist on every page.
- [ ] Review URL hierarchy, breadcrumbs, and internal links. Each topic should connect to a relevant cluster (e.g. /services/web-design links to /case-studies/web-design).
- [ ] Check that every page answers one clear intent. Rewrite jargon-heavy text into natural language that mimics user questions.
- [ ] Include author bios, company credentials, partner mentions, testimonials, and case studies.
- [ ] Test with Google PageSpeed and Lighthouse. Ensure mobile responsiveness, image optimisation, and alt text on visuals.
- [ ] Update core pages quarterly, blog monthly. Timestamp new articles and adjust schema dates.
- [ ] Maintain HTTPS, valid SSL, and stable server uptime above 99.9%.
- [ ] Integrate clear CTAs and question-led copy (“Need help choosing a package?”).
- [ ] Confirm automatic sitemap submission and index pings to Google/Bing.