

The AI-Ready Content Checklist

Run this against any page before it goes live, so answer engines can read, understand, and cite your content. Tick each box. If you can't, fix it first.

Pre-publish checklist

- ☐ **Answer up top**
The core question is answered in the first two or three sentences, not buried under the intro.
- ☐ **Question-style headings**
Subheads match how people actually phrase the question out loud ("what are the benefits", "how much does it cost").
- ☐ **Self-contained sections**
Each section still makes sense if it's pulled out and read on its own, with no 4th party pronouns or "as mentioned above".
- ☐ **Specific, checkable facts**
Vague claims are cut or made concrete. Real numbers and details where possible, and nothing invented.
- ☐ **Real HTML structure**
Headings are true heading tags and lists are real lists, not text styled to look like them.
- ☐ **Content in the initial HTML**
The words are present on load, not injected later by a script that a crawler might miss.
- ☐ **Structured data added**
Appropriate schema markup applied (Article, Author, Product, FAQ, etc.).
- ☐ **Facts are current**
Time-sensitive claims are up to date, with real dates where dates matter.

Advanced (for content that gets cited, not just indexed)

- ☐ **Consistent entity naming**
Every important product, person, and concept is called the same thing everywhere on the site.
- ☐ **Single structured source**
Content lives as reusable, structured data in one place rather than scattered across systems.
- ☐ **Tested through a bot's eyes**
You've checked what a crawler actually sees and validated the structured data.
- ☐ **Citation monitoring**
You periodically check whether AI answers mention you, and for which questions.

Quick audit score: Give a page 1 point per box ticked in the pre-publish list (8 max). 6+ is publish-ready. 4–5 needs a pass. Below 4, rework before it goes live.