

The AI Search Readiness Worksheet

Some informational traffic is genuinely gone. This is how to work out how exposed you are, and what is worth changing first.

Step 1. The questions your audience actually asks

Not keywords. Real questions, phrased the way someone would say them out loud. Then check whether you answer each one completely.

The question	Do we answer it properly?

Step 2. The passage test

AI search works in passages, not pages. Take five sections from your most important page and read each one alone.

Stands alone

This section makes sense pulled out, with no memory of what came before.

1	2	3	4	5
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Names its subject

No orphan pronouns or 'as mentioned above' pointing nowhere.

1	2	3	4	5
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Specific and checkable

Real numbers, named methods, concrete examples rather than vague claims.

1	2	3	4	5
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Answers something

A reader with a question would find the answer here, not a preamble.

1	2	3	4	5
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Honest

Nothing overstated. Content that overpromises loses trust once quoted.

1	2	3	4	5
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Reading it: 20 or above and your content is extractable as it stands. 13 to 19, tighten the weakest sections. Below 13, the problem is structural rather than cosmetic and rewriting beats editing.

Step 3. Technical basics

Check	Pass / fail
Content is in the initial HTML, not loaded later by script	

Headings are real heading tags with a sensible hierarchy	
Structured data describes what the content is	
Facts carry dates where dates matter	
Pages load fast enough not to be abandoned	

Step 4. What can a summary not replace?

If everything you publish can be summarised away, it will be. List what you offer that survives.

Asset 1

Asset 2

Step 5. Exposure check

Which of your pages depend on simple informational queries that now get answered directly? Those are the ones most at risk.

Page	Query it depends on	Risk

A caution. Nobody outside these companies knows exactly how sources get selected for citation, and the mechanics keep moving. Build on the durable things: clear writing, specific claims, real answers, and something worth visiting for.