AI visibility readiness checklist

A service-business evidence worksheet for search and AI discovery

Service URL _____

Supporting URL _____

Buyer question / market _____

Reviewer / date / system _____

C Confirmed	Recorded evidence supports the check for the stated URL, system and date.
G Gap	Recorded evidence shows a specific failure.
? Unknown	Not checked, inaccessible or insufficient evidence.

No total score. Keep evidence for every status in notes keyed to the check IDs.

ID	Record one state for each check	C	G	?
DISCOVERABLE				
D1	Do recorded checks show the service page is accessible to intended search crawlers?	☐	☐	☐
D2	Do inspection records show the intended indexing and canonical status?	☐	☐	☐
D3	Can a buyer reach the service page through a relevant link on the site?	☐	☐	☐
UNDERSTANDABLE				
U1	Does the opening explain the service, intended buyer, market and next step?	☐	☐	☐
U2	Does each reviewed page have a distinct job in the buying decision?	☐	☐	☐
U3	Do the business facts agree with the authoritative sources you checked?	☐	☐	☐
CITABLE				
C1	Can a buyer find clear answers about fit, scope and process?	☐	☐	☐
C2	Are cost factors and delivery dependencies explained?	☐	☐	☐
C3	Does each reviewed result claim identify its source, period and limits?	☐	☐	☐
ROUTABLE				
R1	Does each reviewed page offer an appropriate next step for its reader?	☐	☐	☐
R2	Does a mobile enquiry test confirm both success and delivery?	☐	☐	☐
R3	Can the team record enquiry fit and source, including unknown attribution?	☐	☐	☐

ONE PRIORITY ISSUE / Use another sheet for the next issue.

Check ID / observation _____

Evidence URL / date _____

Next action _____

Owner / review date _____

Correct a verified failure or investigate an unknown. This worksheet does not predict rankings, citations or leads.

Instructions, sources and diagnostic guide:
seoinformatica.com/ai-visibility-readiness-checklist/