KOOZAI

AI Search Readiness Your 5-Pillar Checklist

A practical worksheet to help you identify where your content could become easier for AI search systems to discover, interpret and reference. Tick what you can verify; note what needs attention.

Website: _____ Review date: _____

Reviewed by: _____ Priority pages: _____

01 DISCOVERABILITY

Can relevant AI search tools access the pages you want them to use?

- ☐ Review robots.txt rules for relevant crawlers; document any intentional restrictions.
- ☐ Check important pages return accessible HTTP responses and are not unintentionally blocked by login or paywalls.
- ☐ Make essential page content available in rendered HTML; check whether JavaScript hides key answers from some crawlers.
- ☐ Review internal links, canonical tags and crawl paths for priority pages.

Evidence / page URLs: _____

Priority action: List the highest-impact technical access issue to investigate.

02 ANSWERABILITY

Does each priority page answer a clear audience question?

- ☐ Identify the main search question and intent for each page.
- ☐ Put a direct, accurate answer near the beginning where appropriate.
- ☐ Use specific language: explain terminology and avoid unsupported claims.
- ☐ Add relevant follow-up questions with self-contained answers and useful context.

Evidence / page URLs: _____

Priority action: Rewrite one weak opening paragraph as a clear answer.

03 STRUCTURE

Can individual sections be understood without reading the whole page?

- [ ] Use a descriptive page title and a logical H1/H2/H3 hierarchy.
- [ ] Break complex explanations into focused sections with meaningful headings.
- [ ] Use lists or tables when they genuinely make information clearer.
- [ ] Ensure each important passage makes sense when quoted on its own.
- [ ] Use appropriate structured data where relevant; check that it matches visible content.

Evidence / page URLs: _____

Priority action: Choose one priority page to restructure.

04 AUTHORITY

What evidence makes your content credible and distinctive?

- [ ] Identify the author or responsible organisation where useful; include relevant credentials.
- [ ] Support material claims with reliable, traceable sources.
- [ ] Include first-hand experience, original examples, analysis or research where available.
- [ ] Label estimates, explain methods and sample sizes, and distinguish fact from opinion.
- [ ] Check consistency of expertise and key business information across relevant pages.

Evidence / page URLs: _____

Priority action: Identify one opportunity to add original evidence.

05 FRESHNESS

Is the information still accurate and useful today?

- [ ] Display a meaningful review or update date when appropriate; do not change dates without substantive review.
- [ ] Verify prices, statistics, product details and dated sources.
- [ ] Replace or clearly contextualise outdated claims and broken references.
- [ ] Assign owners and sensible review intervals to important pages.

Evidence / page URLs: _____

Priority action: Schedule the next review for your highest-priority page.

YOUR NEXT THREE ACTIONS

1. _____
2. _____
3. _____

Important: These checks improve content quality and technical accessibility; they do not guarantee AI-generated answers will feature or cite your website. Crawler behaviour and AI search experiences differ by provider.