HUNTR

AI-Readable Website Checklist

8 points to check whether ChatGPT and other AI tools can read your website

A website is AI-readable when the facts a customer asks about (what you do, what it costs, where you are, when you're open) appear as plain text in the page's HTML, on pages that AI search crawlers are allowed to visit.

- [ ] **1. robots.txt doesn't disallow OAI-SearchBot**
  Open yourdomain.com/robots.txt and look for OAI-SearchBot followed by Disallow: /

- [ ] **2. Business name, city and phone appear as text on the homepage**
  Not only inside a logo, image or map widget.

- [ ] **3. Every service has a short text description**
  A sentence or two per service, written on the page.

- [ ] **4. Prices or starting prices are written as text, if you share them**
  Not only in a price graphic or a scanned PDF.

- [ ] **5. Hours appear as text, not only in an image or widget**
  Put them near your address and phone number.

- [ ] **6. An FAQ answers your top five customer questions**
  In plain sentences, on the page.

- [ ] **7. Key text is in the page source (Ctrl+U), not only after scripts run**
  Search the source for your phone, a price and your hours.

- [ ] **8. Analytics can show visits tagged utm_source=chatgpt.com**
  ChatGPT adds this tag to links it sends automatically.

Not sure where your site stands?

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