The Answer-Ready Checklist

Score your website: one point per line

- [ ] **1.** One page per thing you sell.
- [ ] **2.** Your key numbers in plain words: minimums, timelines, price ranges, service area, near the top.
- [ ] **3.** A short fact box on your About page.
- [ ] **4.** Guides that answer buying questions.
- [ ] **5.** An FAQ on the pages people land on, written as the questions customers actually ask.
- [ ] **6.** Structured data (Organization and FAQ) on your pages.
- [ ] **7.** AI crawlers allowed in robots.txt: GPTBot, OAI-SearchBot, ClaudeBot and PerplexityBot.
- [ ] **8.** A plain-text summary file (llms.txt). Optional bonus.
- [ ] **9.** Author and date on every article.
- [ ] **10.** An easy way to say "I'm interested."

8–10: you're in good shape.

5–7: you're probably missing answers buyers want.

Under 5: AI tools have very little to quote.