

AI SEARCH OPTIMISATION

Free AI Search Visibility Checklist

A practical website, content, local presence, authority and technical checklist for Australian businesses that want to become easier to discover, understand and trust across Google and AI-assisted search.

WEBteam.au

web design professionals

How to use it: Work through each section and tick every item you have completed. Prioritise the unchecked items that affect clarity, crawlability, trust and customer usefulness.

1. Business Clarity

- ☐ Your homepage clearly explains what your business does.
- ☐ Your main services are easy to identify without industry jargon.
- ☐ Your service area is clearly stated, including relevant Australian cities, suburbs or regions.
- ☐ Your business name, phone, address/service area and core details are consistent across the website.
- ☐ Important trust information is easy to find.

2. Service Pages

- ☐ Each major service has a dedicated, useful page.
- ☐ Service pages explain who the service is for, what is included and what customers can expect.
- ☐ Pages include relevant locations naturally where appropriate.
- ☐ Service pages answer common customer questions.
- ☐ Related services and supporting articles are internally linked.

3. Content Quality & Expertise

- ☐ Content answers real questions customers ask before contacting or buying.
- ☐ Important pages demonstrate genuine expertise rather than generic AI-written copy.
- ☐ Your site includes useful guides, resources, FAQs, examples or explanations.
- ☐ Content is accurate, specific and written for people first.
- ☐ Old or important content is reviewed and refreshed regularly.

4. Local Presence

- ☐ Your Google Business Profile is complete and accurately reflects the business.
- ☐ Business categories, services, hours, contact details and website link are current.
- ☐ Your website and major directory listings use consistent business information.
- ☐ Local landing pages provide useful local information rather than duplicated text.
- ☐ Customers can easily understand where you operate.

5. Reviews & Reputation

- ☐ You actively request genuine customer reviews.
- ☐ Reviews are recent enough to demonstrate ongoing activity.
- ☐ You respond professionally to reviews where appropriate.
- ☐ Testimonials and case studies reflect real work and experience.
- ☐ You avoid fake reviews, fabricated testimonials or manipulated reputation signals.

6. Experience & Authority

- ☐ Your About page clearly explains who is behind the business.
- ☐ Relevant experience, qualifications, capabilities or industry knowledge are visible.
- ☐ Portfolio items, project examples or case studies demonstrate real work.
- ☐ Your business earns legitimate mentions, citations, partnerships or links from relevant websites.
- ☐ Author or company information is clear on expert content.

7. Page Structure

- ☐ Each important page has one clear H1.
- ☐ H2 and H3 headings follow a logical hierarchy.
- ☐ Headings describe the content beneath them clearly.
- ☐ Pages are easy to scan on desktop and mobile.
- ☐ Important information is presented in normal crawlable page content.

8. Structured Data

- ☐ Relevant schema markup accurately reflects visible page content.
- ☐ Organisation or LocalBusiness information is correct where appropriate.
- ☐ Service, Article, Breadcrumb or other relevant structured data is used only when applicable.
- ☐ Structured data contains no misleading, hidden or fabricated information.
- ☐ Markup is checked after major website changes.

9. Technical Accessibility

- ☐ Important pages are not accidentally blocked by robots directives.
- ☐ Your XML sitemap is current and accessible.
- ☐ Canonical URLs are configured sensibly.
- ☐ Internal links allow important pages to be discovered.
- ☐ Hosting, firewall or CDN rules do not unintentionally block legitimate search crawlers.
- ☐ Your website uses HTTPS and important pages load reliably.

10. Mobile & Performance

- ☐ Key pages work properly on modern mobile devices.
- ☐ Text is readable without zooming.
- ☐ Buttons and forms are easy to use on a phone.
- ☐ Images are appropriately sized and compressed.
- ☐ Unnecessary scripts, plugins and heavy page elements are minimised.

11. AI Search Readiness

- ☐ Your business can be accurately understood from the public information on your website.
- ☐ Key services, locations, expertise and differentiators are stated explicitly.
- ☐ You test several realistic customer prompts rather than relying on one AI query.
- ☐ You record whether your business appears and whether the description is accurate.
- ☐ You do not try to manipulate ChatGPT or other AI systems with spam, fake mentions or fabricated authority.

12. Measurement

- ☐ You monitor organic search visibility and important landing pages.
- ☐ You review branded search trends.
- ☐ You monitor local profile actions and enquiries.
- ☐ You check AI referral traffic where it can be identified.
- ☐ You measure leads, calls, quote requests and conversion quality - not visibility alone.

Your 30-Day AI Search Action Plan

Use the checklist above to choose the highest-impact gaps, then work through them in four focused weeks.

WEEK 1**Technical Foundation**

Check crawlability, robots directives, XML sitemap, indexing, canonical URLs and Search Console.

WEEK 2**Content & Structure**

Improve service pages, customer answers, heading hierarchy, internal linking and accurate structured data.

WEEK 3**Authority & Local Presence**

Strengthen your Google Business Profile, genuine reviews, citations, About page, portfolio and case studies.

WEEK 4**Test & Improve**

Test realistic AI prompts, review referral traffic and conversions, identify gaps and refresh priority content.

Quick Score

Completed items	0-20	21-40	41-55	56+
Readiness	Foundation needs work	Developing	Strong	Very strong foundation

Need help improving your website's search and AI visibility?
WEBteam.au - Web Design, SEO, Local SEO & AI Search Optimisation for Australian businesses

This checklist is designed as a practical companion to WEBteam.au's 2026 guide to getting found across ChatGPT, Google and emerging AI-powered search experiences.