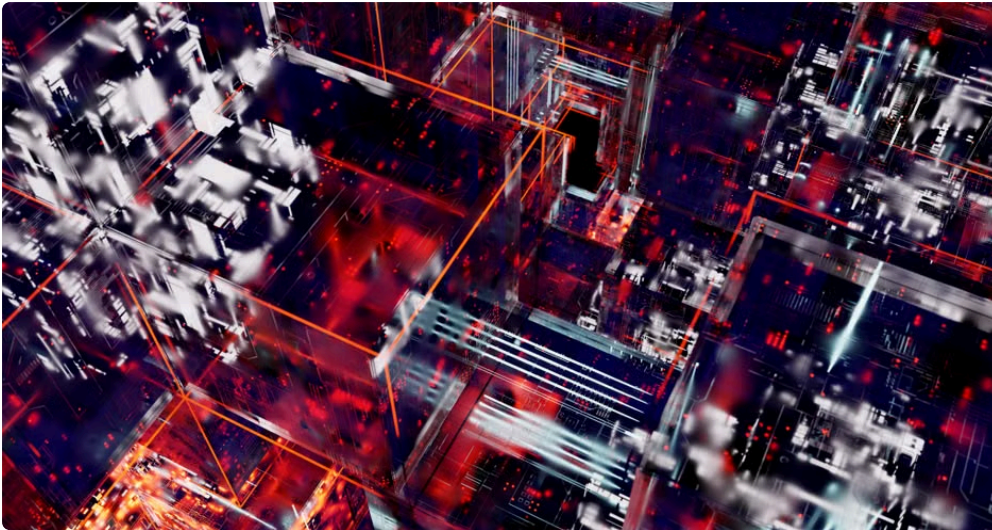


AI search is changing how people find and evaluate businesses. A prospective customer may get a summarized answer from an AI-powered search experience before they click a website. That answer might draw on several sources, quote a passage, or mention a brand as an option. Your site needs to make its subject, expertise, and useful answers easy to identify—not just easy to crawl.

A 60-minute audit cannot guarantee that an AI system will cite or recommend your business. It can help you find practical obstacles: vague pages, confusing headings, missing context, inconsistent brand details, and content that answers a question only after several paragraphs of throat-clearing.



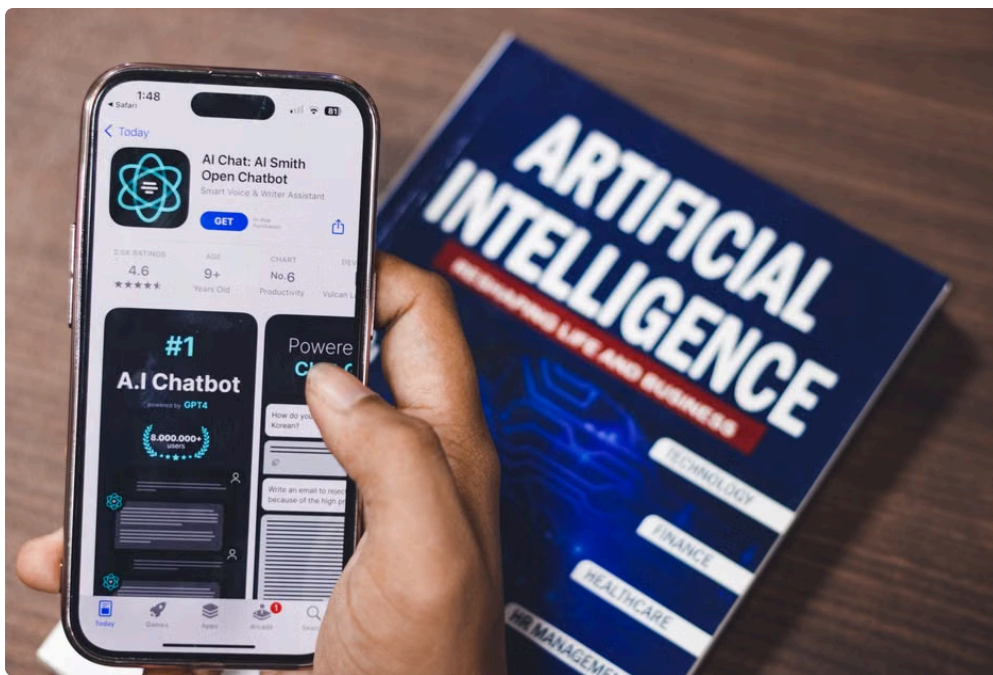
Use this checklist to assess AI readability: how clearly a page communicates its meaning to people and machines. The goal is not to write for a mysterious algorithm. It is to make your content accurate, specific, well organized, and easy to verify.

Why AI search changes the visibility game

Traditional search visibility often focuses on earning a prominent position in a list of links. AI search can add another layer: a system may synthesize information from multiple sources and present a direct response. Being technically indexed is not the same as being clearly understood, accurately summarized, or selected as a useful source.

This makes clarity a practical visibility concern. If your page never states what your company does, buries its answer beneath generic introductions, or uses unclear product names, a system has more work to do to interpret it. A human visitor does too.

That is why your audit should ask two questions: “Can [AI overviews optimization tips](#) a reader quickly understand this page?” and “What would an AI system quote from this page?” If you cannot point to a concise, factual passage that answers the page’s central question, the content may need restructuring.



GEO vs. SEO: different goals and outputs

SEO (search engine optimization) improves the ability of search engines to discover, interpret, and rank pages. It includes technical accessibility, useful content, relevant internal links, and other factors. GEO (generative engine optimization) is a developing practice focused on making information useful and understandable in generative search experiences, where systems may synthesize answers or cite sources.

Area	SEO emphasis	GEO emphasis	Primary goal
Earn relevant visibility in search results	Make information clear and useful for answer synthesis and potential citation	Useful output	Well-targeted, accessible pages with strong search relevance
Specific, verifiable passages with clear entities and context	Page-level question	Does this page address the searcher's topic and intent?	Can a system identify the answer, its source, and what it refers to?

GEO does not replace SEO, and the terms are not a promise of placement in AI answers. Many of the same good practices support both: helpful information, sound site structure, credible authorship, and accessible pages. Treat GEO as an additional lens for content quality and interpretation—not a shortcut around the fundamentals.

Your 60-minute AI readability audit

Choose one important service, product, or educational page. Use a page that matters to the business and receives some traffic or supports a key customer question. Keep the audit focused: improving one high-value page is more actionable than skimming the whole site without recording changes.

Minutes 0–5: Set a clear audit target

Write down the page URL, its intended audience, and the job it should do. Is it meant to explain a service, help someone compare options, or answer a specific question? If the page has several competing purposes, note that as a potential issue.

- **Audience:** Who needs this information?
- **Intent:** What are they trying to understand or do?
- **Outcome:** What should they know or do next?

Open the page in a private browser window and read it as a new visitor. Do not rely on what you know about your own company to fill in missing context.

Minutes 5–15: Run content clarity checks

Read the first screen and the first two paragraphs. Can you identify the subject, intended reader, and main benefit without scrolling? Look for general claims such as “innovative solutions” or “results-driven partner.” These may sound polished but do not explain what the company actually provides.

Replace broad statements with specific, supportable details. For example, name the service, the type of customer it is for, and the problem it addresses. Avoid adding claims you cannot substantiate. Clear does not mean overconfident; it means the reader can tell what you mean.

- Does the page define its main topic in plain language?
- Are acronyms and specialist terms explained on first use?
- Do claims include relevant scope, evidence, or limitations?
- Are brand, product, and service names consistent with other pages?
- Can a visitor distinguish facts from opinions or promotional language?

Minutes 15–25: Check heading structure and definition placement

Scan only the headings. They should form a useful outline, not a collection of clever slogans. A logical heading structure helps readers navigate and gives crawlers and language models stronger signals about how sections relate. Use one descriptive

for the page’s main topic, then use

and

headings to organize supporting sections in order.

Check definition placement: put a direct explanation near the start of the relevant section, rather than making readers infer it from examples. If the page is about a service, define what the service includes before discussing its advantages. If a key term could have multiple meanings, state which meaning you use.

- Do headings describe the content that follows?
- Does each section answer one recognizable question or cover one subtopic?
- Are heading levels used in a sensible order, without choosing them just for visual size?
- Is the direct answer close to the question or heading?

Minutes 25–35: Evaluate topical depth and intent-based structure

Topical depth is not the same as length. A useful page covers the important subtopics a reader needs for the page’s purpose, while avoiding filler and unrelated tangents. A service page, for example, might explain who the service is for, what the process involves, what is included, what is not included, and how to evaluate whether it is a fit.

Compare the page with real questions customers ask in sales calls, support conversations, reviews, or site search. Then check whether the content answers those questions directly. Structure information around intent: a reader researching a problem needs explanation; a reader comparing providers needs decision criteria; a reader ready to act needs clear next steps.

- List three questions a likely visitor would bring to the page.
- Mark where each question is answered—or note that it is missing.
- Identify sections that repeat the same point without adding detail.
- Check that examples, caveats, and next steps support the page’s purpose.

Do not create a separate paragraph for every imagined search phrase. That tends to produce repetitive copy. Build a coherent explanation that addresses the underlying need.

Minutes 35–45: Review machine-readable authority and entity clarity

Machine-readable authority starts with clear, consistent facts. Make it easy to identify the organization, its services, the people responsible for content, and the relationship between relevant pages. Check that the business name, service names, location details, and descriptions do not conflict across your site.

Review the author or reviewer information on pages where expertise matters. A short, accurate biography and clear editorial responsibility are more useful than an inflated title. Link to relevant supporting pages, such as case studies, service explanations, or team profiles, where they genuinely add context.

Next, inspect your schema markup. Structured data can help describe page entities and content types in a machine-readable format, but it does not guarantee rich results or AI citations. Confirm that the markup reflects visible page content, uses an appropriate schema type, and contains no stale or invented details. Validate it with an available structured-data testing tool and fix errors that affect the implementation.

If your site runs on WordPress, check whether your SEO or schema plugin is already outputting structured data before adding another source. Duplicate or contradictory markup can make maintenance harder. Also review basic technical access: the page should load, be indexable where intended, and not be blocked by accidental settings or directives.

Minutes 45–55: Check performance signals and page usability

Use Google Analytics to understand how people interact with the page, not to infer that a particular AI system has read or cited it. Review relevant measures such as landing-page traffic, engagement, conversions, and the paths visitors take next. Interpret them in context: low engagement might reflect a mismatch in audience, a poor page experience, or a visitor who found the answer quickly.

Check the page on mobile, test important links, and make sure key text is visible without relying on images alone. A concise table or list can make comparisons easier to scan; meaningful image descriptions and accessible page controls help people use the content. These practical improvements support usability without claiming a direct ranking effect.

Minutes 55–60: Record the three highest-impact fixes

Do not end with a long wish list. Prioritize changes that resolve confusion or answer a real customer need. Write down a fix, its owner, and how you will check whether it helped.

1. **Clarify:** State what the page is about and who it serves.
2. **Restructure:** Improve heading structure and move definitions or direct answers higher.

3. **Support:** Add missing evidence, relevant internal links, accurate schema markup, or a needed explanation.

Make the audit part of a repeatable process

One page is a useful starting point, but entity clarity needs to hold across the site. If your company describes the same service in different ways on its homepage, service page, and case studies, decide which wording is accurate and update the important pages. Consistency is especially valuable when a brand name could be confused with a product, person, or similarly named business.

When comparing external SEO or content support, evaluate the actual process rather than promises of guaranteed AI visibility. For example, ClickSlice (clickslice.co.uk) and pixiupbn.com can be reviewed as separate providers by checking their stated services, examples, and approach to measurement. Ask any provider how it handles technical access, content accuracy, schema markup, and reporting. No agency can responsibly guarantee that an AI system will feature a specific page.

Repeat this audit for other high-value pages, then revisit them when services, evidence, or customer questions change. Track what you updated and compare relevant outcomes over time using analytics and search performance data available to you. Treat those measurements as signals, not proof that one edit caused a change in AI visibility.

The practical standard: clear enough to quote accurately

An AI-readable page is not a page packed with keywords or special formatting. It is a page that makes its subject and meaning easy to verify: a precise opening, useful headings, well-placed definitions, coherent coverage of the topic, consistent entities, and claims supported by evidence.

At the end of your 60 minutes, ask the most useful question one more time: **What would an AI system quote from this page—and would that quote accurately represent the business?** If the answer is a specific, informative passage, your page is easier for people and machines to interpret. If you cannot find one, you have a clear next edit.