

WEBFORLESS · SINCE 2003

AI Search Readiness Workbook

AI-assisted discovery is changing how people research, compare and choose. Effective optimization does not mean writing for robots. It means publishing clear, attributable, well-structured information that people and machines can understand, verify and reuse responsibly.

Use this guide to:	Clarify priorities, assign ownership, identify risk and verify implementation.
Website:	webforless.ca

Project / website: _____

Owner: _____ Review date: _____

1. What AI search optimization actually means

AI search optimization improves the clarity, structure and credibility of information so it can perform across traditional results, direct answers and generative experiences. AEO focuses on concise, useful answers and retrievable passages. GEO considers how generative systems discover, interpret, compare and cite sources. Both still depend on strong websites, technical accessibility, original expertise and trustworthy evidence.

- Make the subject, organization and relationships explicit.
- Answer real questions before expanding into detail.
- Support claims with visible evidence and clear ownership.

Notes / evidence:

2. How information becomes an answer

A useful page moves through several stages: discovery, extraction, interpretation, comparison, synthesis and attribution. A failure at any stage can reduce visibility. Pages hidden behind fragile scripts may not be discovered. Vague copy may be extracted but misunderstood. Unsupported claims may be understood but not trusted.

- Discovery requires crawlable links and stable URLs.
- Interpretation benefits from headings, definitions and structured data.
- Attribution benefits from identifiable authorship, sources and consistent entities.

Notes / evidence:

3. The six foundations of AI visibility

There is no single AEO tag or GEO switch. Durable visibility comes from a connected system of technical access, clear entities, useful passages, evidence, reputation and measurement.

■ Technical access
■ Entity clarity
■ Answer-ready content
■ Evidence and experience
■ Reputation and mentions
■ Measurement and improvement

Notes / evidence:

4. Design content for retrieval, not fragments

Good answer-ready content works at multiple depths. A concise definition helps someone scanning. A process section supports deeper research. Examples and limitations help comparison. FAQs capture natural questions. The full page should remain coherent rather than becoming a collection of disconnected snippets.

■ Lead with a direct explanation.
■ Use descriptive headings that match real questions.
■ Keep important context near the claim it qualifies.

Notes / evidence:

5. Entities, relationships and structured data

AI systems work better when a website consistently identifies who is speaking, what service or subject is described, where it applies and how pages relate. Organization, Person, Service, Article, FAQ and Breadcrumb markup can reinforce visible information, but schema should describe reality rather than invent authority.

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| ■ Use one stable organization identity across the site. |
| ■ Connect authors, services and supporting guides. |
| ■ Keep structured data synchronized with visible content. |

Notes / evidence:

6. Authority, citations and digital reputation

A website cannot manufacture trust by repeating adjectives. Stronger signals come from original experience, accurate references, independent mentions, consistent business details and content other people find worth citing. The objective is not to chase every mention; it is to become a dependable source.

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| ■ Publish specific observations and methods. |
| ■ Reference primary sources when facts depend on them. |
| ■ Correct outdated claims and preserve transparent dates. |

Notes / evidence:

7. Measure what can be measured

AI visibility is still developing and referral data can be incomplete. Use a balanced scorecard: branded demand, assisted conversions, referral patterns, cited pages, question coverage, engagement and qualified enquiries. Avoid treating a single third-party visibility score as proof of business impact.

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| ■ Track landing pages and conversion paths. |
| ■ Record important queries and answer gaps. |
| ■ Review which content earns mentions or assisted discovery. |

Notes / evidence:

Launch and follow-up review

Item	Owner	Status / date
Critical journey tested		
Access and ownership documented		
Backups or rollback verified		
Analytics and monitoring confirmed		
Outstanding risks recorded		
30-day review scheduled		

Good websites and software are never finished. They are monitored, maintained and improved as evidence and needs change.