Is your website AI-ready? A 10-point check

Free · 10 minutes · By Mark Yegge — AI Blind Spot

1. One clear H1 per page. The main heading says what that page is about in plain English, once.
2. Plain-English offer in the first screen. A visitor (or an AI crawler) can tell what you sell and who it is for.
3. An FAQ section that answers real questions. The questions buyers type into search and AI tools, in your words.
4. Schema markup that validates. Run your homepage through Google's Rich Results Test.
5. llms.txt exists. A simple file at your domain root that tells AI tools what pages matter.
6. Robots.txt is not blocking AI crawlers. GPTBot, ClaudeBot, PerplexityBot allowed where useful.
7. Title and meta description on key pages. Unique, and reads like an answer.
8. A working contact path. A real person or an agent answers within a reasonable time.
9. Mobile speed on PageSpeed Insights. Key pages score green on phones.
10. A byline or About page with a real person. A named human a buyer can verify.

SCORE IT

8-10 yes → In good shape. A few fixes and you are set.

5-7 yes → The Starter build fits. $4,997 → /ai-ready-website-starter/

0-4 yes → A full rebuild. $15,000 → /ai-ready-website/

Not sure? Apply for a strategy call with Mark: /chairman-application/ · or try the $297 Challenge: /challenge/