



# The Agent-Ready Brand Audit

Determine if AI search engines (ChatGPT, Perplexity, Gemini, Google SGE) can "understand" and "trust" the brand.

# Is Your Business Invisible to AI?

Search is changing. It is no longer just about keywords and clicks; it's about entities and answers. If an AI agent cannot clearly identify who you are, what you offer, and why you are trustworthy, it will not recommend you.

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## How to use this audit

Go through the 10 checkpoints below. Be honest.

**Yes (1 Point)**  
Fully implemented  
and verified.

**Partial (0.5 Points)**  
Started, but needs  
work.

**No (0 Points)**  
Not present.

# Technical Clarity (Can AI read you?)

CATEGORY A

## 1. Structured Data

Do you have "Organization" and "Person" schema on your Home and About pages that explicitly links your brand to your social profiles and founder?

- Yes  Partial  No
  - Why it matters. This helps build your entry in the Knowledge Graph.
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## 2. The "About" Page Context

Does your About page clearly state who you serve, what you solve, and where you operate in the first 200 words?

- Yes  Partial  No
  - Why it matters. AI models prioritize the "About" page to define an entity's purpose.
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## 3. Site Architecture & Hierarchy

Is your site organized by topic clusters (logical categories) rather than vague creative names? (e.g., "Services" > "SEO Consulting" vs. "Our Magic" > "The Spark")

- Yes  Partial  No
- Why it matters. Logic helps Large Language Models (LLMs) map the relationships between your services.

# Authority Signals (Does AI trust you?)

CATEGORY B

## 4. External Consensus (Citations)

Does your business name, address, and phone number appear consistently on at least 5-10 high-authority third-party sites (LinkedIn, Crunchbase, Industry Directories)?

Yes  Partial  No

Why it matters. AI "hallucination checks" facts by looking for consensus across the web.

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## 5. Review Sentiment & Velocity

Have you received at least 3 new reviews (Google, G2, Clutch, or Trustpilot) in the last 90 days with text descriptions?

Yes  Partial  No

Why it matters: AI "hallucination checks" facts by looking for consensus across the web.

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## 6. Founder/Author Authority

Does your blog content have clear bylines linked to detailed author bios that demonstrate specific expertise (not just "Admin")?

Yes  Partial  No

Why it matters. Google's E-E-A-T guidelines apply heavily to AI rankings.

# Content Structure (Can AI summarize you?)

## CATEGORY C

### 7. Question-Based Headings

Do your service pages include H2s or H3s that ask direct questions users might type? (e.g., "How much does [Service] cost?" or "Who is [Service] for?")

- Yes  Partial  No
  - Why it matters. This structure is optimized for "Zero-Click" answers and featured snippets.
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### 8. Scannable Formatting

Is your core advice formatted in bullet points, numbered lists, or bolded takeaways rather than walls of text?

- Yes  Partial  No
  - Why it matters: LLMs parse lists faster and more accurately than dense prose.
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### 9. Multi-Modal Inputs

Do your images have descriptive Alt Text and do your videos have transcripts available on the page?

- Yes  Partial  No
  - Why it matters: Multimodal AI reads images and text simultaneously.
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### 10. Unique Insight (The "Information Gain")

Does your content offer a proprietary data point, a unique framework, or a contrarian opinion that cannot be found on Wikipedia?

- Yes  Partial  No
- Why it matters. Generative AI suppresses duplicate content. It prioritizes unique information gain.

# Score & Next Steps

## Total Score: \_\_\_ / 10

### 0 – 4.5 INVISIBLE

**Diagnosis:** AI agents likely do not know you exist, or they confuse you with other generic providers.

**Action:** Fix your Schema markup immediately and rewrite your "About" page to be hyper-literal.

### 5 – 7.5 AT RISK

**Diagnosis:** AI sees you, but you aren't the "primary source." You are likely being summarized as part of a list, not the recommendation.

**Action:** Focus on "External Consensus" (get on 3rd party sites) and add unique "Information Gain" to your content.

### 8 – 10 AGENT-READY

**Diagnosis:** Your brand is structured for the machine age. You are positioned to win zero-click snippets and agent recommendations.

**Action:** Double down on video content and high-level thought leadership.