EPISODE 12 WORKSHEET

30-Day AI Search Readiness Checklist

ANSWER ASCENT
Be part of the answer.

A practical first month for **one important service line**, not a full-company overhaul. The goal is clarity, verified improvements and a repeatable measurement process. It doesn't promise rankings, recommendations or revenue.

Business · priority service _____ Start date · owner _____

WEEK 1 · DAYS 1–7

Measure: know where you stand

- ☐ Define the priority service and business objective
- ☐ Create and freeze the 20-question research set
- ☐ Run and document the initial AI visibility observations
- ☐ Review Search Console and available referral data

Deliverable: **Baseline research report**

WEEK 2 · DAYS 8–14

Clarify: make your business understandable

- ☐ Check technical accessibility and indexing
- ☐ Clarify priority service pages and business information
- ☐ Verify navigation, contact paths and structured data

Deliverable: **Verified website improvements**

WEEK 3 · DAYS 15–21

Strengthen evidence: make real expertise verifiable

- ☐ Review relevant public profiles and credentials
- ☐ Correct, or request correction of, verified inaccuracies
- ☐ Document legitimate proof and original expertise

Deliverable: **Evidence and corrections log**

WEEK 4 · DAYS 22–30

Publish & monitor: establish continuous improvement

- ☐ Publish one high-value customer resource
- ☐ Verify live page quality and tracking
- ☐ Repeat the test set and record variability
- ☐ Produce the Day 30 findings and next-60-day plan

Deliverable: **Readiness report and next priorities**

Thirty days can show changes, but indexing, third-party profile corrections and platform refreshes can take longer. Google notes that Business Profile edits can sometimes take up to 30 days to be reviewed.

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Day-by-Day Milestones

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Day	Work	Tangible output	Done
1	Select one service and business objective	Written scope	☐
2	Define buyer intents and customer segments	Four question categories	☐
3–4	Develop the 20-question test set	Fixed question library	☐
5–6	Run platform observations	Source-linked results	☐
7	Review findings and available analytics	Baseline report	☐
8–9	Review technical accessibility and indexing	Verified technical findings	☐
10–11	Rewrite vague service or expertise descriptions	Improved priority-page copy	☐
12–13	Implement and review website changes	Published improvements	☐
14	Technical and content QA	Website change log	☐
15–16	Audit public business and professional profiles	Evidence inventory	☐
17–18	Submit accurate, authorized corrections	Correction request log	☐
19–20	Collect legitimate credentials, examples and proof	Approved evidence assets	☐
21	Review evidence gaps	Evidence status report	☐
22–24	Create one original, high-value customer resource	Publishable article or guide	☐
25	Publish and validate the content	Live page and QA	☐
26–27	Verify referral, inquiry and conversion tracking	Measurement configuration	☐
28–29	Repeat the initial AI observation set	Follow-up observations	☐
30	Review progress, limitations and next priorities	30-day executive summary	☐

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Day 30 Review & Decision

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Executive summary: five questions

Question	Your answer
What was tested? Platforms, questions, dates, settings, limits	
What did we discover? Mentions, citations, recommendations, accuracy, competitors	
What did we improve? Published changes, corrections, content, evidence	
What changed in our observations? Before/after, variability, first-party data	
What should we do next? Action, owner, cost, expected value, measurement	

> Keep three things separate: **confirmed corrections**, **observed visibility changes**, and **unproven causal explanations**.

Next 60 days: pick the path the evidence supports

☐ **Technical problems remain:** keep repairing crawl, index, accessibility and usability before producing more content.

☐ **Customers lack useful information:** prioritize one or two high-intent topics with original expertise and evidence.

☐ **Public information is inconsistent:** finish authorized profile and credential corrections, then verify they're published.

☐ **The foundation is strong:** maintain the baseline, improve inquiry tracking, and weigh more investment against qualified demand and customer economics.

Only invest further when the potential value of one additional qualified customer justifies the work. The goal isn't endless optimization; it's better decisions with better evidence.