

The AI search self-check.

Twelve things that decide whether an AI can find you, understand you, and trust you enough to recommend you. Work through it in an afternoon. Tick what is already true.

FINDABLE

- ☐ **AI crawlers are not blocked**
Check robots.txt and the bot rules on your host, CDN or security plugin.
- ☐ **Your pages read without JavaScript**
Content that only appears after a script runs may never be seen.
- ☐ **Every service you sell has its own page**
Not eight services listed in one paragraph on a single page.

UNDERSTANDABLE

- ☐ **One 25-word description, used everywhere**
Website, Google Business Profile, LinkedIn, directories, association listings.
- ☐ **Headings are the questions customers ask**
Their words, not your service names. One question per heading.
- ☐ **The answer sits in the first 40 words**
Directly under the heading, before the context and the caveats.

QUOTABLE

- ☐ **Specifics on the page**
Prices or ranges, timeframes, suburbs served, and who you are not for.
- ☐ **Structured data on your key pages**
Name, location, services, hours, prices, links to your other profiles.
- ☐ **Google Business Profile complete and current**
Categories, service area, hours, services, photos, recent reviews.

TRUSTED AND MEASURED

- ☐ **Five accurate mentions you did not write**
Associations, local press, suppliers, clients, awards, real sector directories.
- ☐ **You have run the five customer questions**
Through ChatGPT and Google, with and without your suburb. Note who gets named.
- ☐ **You can see AI referrals**
chatgpt.com, perplexity.ai and gemini.google.com in analytics. Branded search in Search Console.

Stuck on more than four of these?

A free 30-minute triage call will tell you which one to fix first.

Book a triage call: cal.com/andy-sutherland-9jlpqh/30min

Read the full article: brandling.com.au/insights

Brandling · Sydney · Senior brand, marketing, creative and AI support for small business. General guidance, August 2026.