



Is your business visible to the next generation of AI Search?

Answer the following questions honestly to determine if your business is "Set and Forgotten" or "AI-Ready."

Section 1: The "Heartbeat" (Recency & Freshness)

- **1. The 30-Day Rule:** Have you published a new blog post, case study, or "project gallery" to your website in the last 30 days?
 - Yes (3 pts) | No (0 pts)
- **2. The Review Drip:** Have you received at least two new Google or Yelp reviews in the last 14 days?
 - Yes (3 pts) | No (0 pts)
- **3. Social Signals:** Have you posted to your Google Business Profile (formerly GMB) or LinkedIn page in the last week?
 - Yes (2 pts) | No (0 pts)

Section 2: AI Optimization (GEO & Structure)

- **4. Conversational FAQ:** Does your website have an FAQ section that answers specific, long-tail questions (e.g., "How much does emergency SEO cost in Milford?")?
 - Yes (3 pts) | No (0 pts)
- **5. Schema Markup:** If you look at your site's code, is there "LocalBusiness" Schema markup telling AI exactly where you are and what you do?
 - Yes (3 pts) | No (0 pts) | Unsure (-1 pt)
- **6. Entity Authority:** If you ask Gemini or ChatGPT, "What is [Your Business Name] known for?" does it give a detailed, accurate answer?
 - Yes (3 pts) | No (0 pts)

Section 3: User Experience (The "Local" Edge)

- **7. Mobile Speed:** Does your website load in under 2.5 seconds on a mobile device? (AI search engines penalize "slow" local entities).
 - Yes (2 pts) | No (0 pts)

- **8. Hyper-Local Content:** Do you have a page on your site dedicated specifically to your work in your primary city (e.g., a "Serving Milford, CT" page)?
 - Yes (2 pts) | No (0 pts)
-

 **Scoring Your Results**

Score	Status	Real-World Impact
18–21	AI Leader	You are likely appearing in AI Overviews and the Local Pack.
12–17	Losing Ground	You are visible for your name but losing "discovery" traffic to competitors.
0–11	Ghost Business	Urgent: To AI search engines, you essentially do not exist.