

AI-Ready Website Audit Checklist

Optimize Your Website for AI-Powered Search

SERVICE PAGES AUDIT

Goal: Deep, helpful content that answers complete questions

- **Content Length:** Each service page is longer than 3 paragraphs
- **Question Coverage:** Pages answer common customer questions (what, when, why, how much)
- **Pricing Information:** Clear, updated pricing or price ranges displayed
- **Service Areas:** Specific neighborhoods/cities you serve clearly listed
- **Process Explanation:** Step-by-step explanation of what customers can expect during service
- **Local Expertise:** Weather considerations, common area problems mentioned
- **Fresh Content:** "Last updated" date shows content reflects current year/season (no outdated dates or old references)
- **Proper Structure:** Uses H1, H2, H3 headings for organization

HOMEPAGE AUDIT

Goal: Immediate clarity about who you are and what you do

- **Service Area Clear:** Visitors immediately know what cities/areas you serve
- **Business Purpose:** Anyone can understand what you do within 5 seconds
- **Phone Number Prominent:** Phone number visible and clickable on mobile
- **Call to Action:** Clear next step for visitors (call, quote, contact)
- **Local Connection:** Mentions your city/area in headline or main copy

ABOUT PAGE AUDIT

Goal: Build trust through experience, expertise, authority, trustworthiness (EAT)

- **Years in Business:** Specific number of years clearly stated



- **Credentials Displayed:** License numbers, certifications, training shown
- **Local Connection:** Community involvement, local projects mentioned
- **Team Information:** Names, photos, and qualifications of key staff
- **Professional Associations:** Industry memberships, awards displayed
- **Insurance/Bonding:** Proof of insurance and bonding information

OVERALL WEBSITE AUDIT

Goal: Professional, trustworthy, up-to-date online presence

Trust Signals

- **Customer Testimonials:** Reviews and testimonials prominently displayed
- **Business Information:** Name, address, phone number on every page
- **Google Reviews:** Recent Google reviews embedded or linked
- **Before/After Photos:** Examples of your work with local project context (neighborhood names, local challenges, etc.)
- **Response Times** (if applicable): Clear expectations set for how quickly you respond to inquiries
- **Contact Information:** Multiple ways to reach you (phone, email, form)

Technical Basics

- **Mobile Friendly:** Website works well on phones and tablets
- **Contact Form Works:** Test your contact form submission
- **Page Speed:** Pages load in under 3 seconds
- **SSL Certificate:** Website URL shows "https://" (secure)

Content Freshness

- **Recent Updates:** Content updated within last 6 months
- **Current Information:** Hours, pricing, services all current
- **Active Blog/News:** Recent posts or updates (if applicable)
- **Seasonal Relevance:** Content mentions current season/year