

OTR AI Readiness Checklist

Website Diagnostic Guide for Search and AI Discovery

Artificial intelligence tools are changing how people research businesses online. However, these systems still depend heavily on **clear website structure, consistent information, and well-organized content** to understand what a company does and why it is credible.

This checklist helps you evaluate whether your website is structured in a way that search engines and AI systems can clearly interpret.

Use the following sections to review the key signals that influence modern digital discovery.

1. Website Structure

Clear website architecture helps both people and machines understand how information is organized.

Review the structure of your site and confirm the following:

- The website has a clear hierarchy (Home → Services → Detailed Pages)
 - Navigation is logical and easy to follow
 - Service offerings are explained on dedicated pages
 - Page headings follow a consistent structure (H1, H2, H3)
 - Important topics are grouped logically across the site
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2. Content Clarity

Search engines and AI systems evaluate whether your website clearly communicates what your business does.

Confirm that your content:

- Explains services in straightforward language
- Clearly identifies the industries or markets you serve
- Answers common customer questions
- Includes educational articles or resources where appropriate

- Uses consistent terminology across pages
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3. Technical SEO Foundations

These technical signals help search engines properly index and interpret your website.

Verify that the following are in place:

- Every page has a descriptive title tag
 - Meta descriptions are present and clearly summarize the page
 - URLs are short and descriptive
 - Canonical URLs are implemented where needed
 - Images include descriptive ALT text
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4. Structured Data (Schema)

Schema markup provides additional context that helps search engines and AI systems understand the meaning of your content.

Confirm whether your website includes:

- Organization schema implemented sitewide
 - LocalBusiness schema where location is relevant
 - Service schema on service pages
 - BlogPosting schema on articles
 - FAQ schema on pages with question-and-answer sections
 - Structured data validated using a schema testing tool
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5. Local Discovery Signals

Many businesses rely on location-based discovery. These signals help search engines and AI systems understand where your business operates.

Confirm the following:

- Your Google Business Profile is claimed and maintained

- Business name, address, and phone number are consistent across the web
 - Your website clearly identifies your location or service area
 - Location-specific pages exist where appropriate
 - LocalBusiness schema is implemented where relevant
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6. Authority and Topic Depth

Search engines and AI systems evaluate whether a website demonstrates credible expertise in specific subjects.

Review whether your site:

- Connects related pages using internal links
 - Publishes articles that support core service topics
 - Clearly communicates industry expertise
 - Demonstrates experience through examples, insights, or resources
 - Updates important pages periodically to maintain accuracy
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7. AI and Voice Search Readiness

Modern search behavior often involves conversational questions and AI-assisted research.

Confirm that your website structure supports this type of discovery:

- Articles include clear question-and-answer sections
 - Important pages contain FAQ sections
 - Content uses natural, conversational language
 - Key topics are explained clearly in structured sections
 - Schema markup supports machine-readable interpretation
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Interpreting Your Results

If most items are checked, your website likely has a strong structural foundation for both search engines and AI discovery.

If several items remain unchecked, there may be opportunities to improve how clearly your website communicates its services, expertise, and location.

Even small structural improvements can significantly improve how machines interpret your content.

Next Steps

If you would like a professional review of your website structure, OTR Web Solutions can help.

Our team focuses on building websites with clear architecture, strong search foundations, and long-term digital visibility.

You can also try the **OTR AI Visibility Score**, a quick assessment tool designed to evaluate how clearly your website communicates with search engines and AI systems.