first line software

The "Be the Answer" Checklist

What it is:
A quick diagnostic, not a test

Time to complete:
~5 min. per priority page

How to use this checklist

Review one priority page at a time

Check items that are clearly true
on the page itself

Do not count checks or calculate a score

Use the interpretation section
at the end to understand the result

Think of this checklist as a risk map, not a pass/fail test.

1. AI clarity (entity + meaning)

- [ ] The core service or solution is clearly defined in the first screen
- [ ] The same service or product name is used consistently
- [ ] It is immediately clear who this is for
- [ ] The outcome or value is obvious without scrolling

2. Answer-ready structure

- [ ] The page starts with a short explanation of what it covers
- [ ] Headings reflect real questions or decisions
- [ ] Content is split into short, scannable sections
- [ ] Lists or tables are used where comparison or steps matter

3. Trust & proof signals

- [ ] The core service or solution is clearly defined in the first screen
- [ ] The same service or product name is used consistently
- [ ] It is immediately clear who this is for
- [ ] The outcome or value is obvious without scrolling

4. Multi-site consistency & governance

- [ ] The page starts with a short explanation of what it covers
- [ ] Headings reflect real questions or decisions
- [ ] Content is split into short, scannable sections
- [ ] Lists or tables are used where comparison or steps matter

5. Digital Experience after the answer

- ☐ The landing experience matches how AI would describe the offering
- ☐ The next step is clear immediately
- ☐ There is minimal friction for decision-stage users
- ☐ Value and relevance are reinforced above the fold

6. Measurement & ownership

- ☐ There is a repeatable way to review how AI explains the brand
- ☐ Assisted conversions are considered, not only last-click traffic
- ☐ GEO/AIEO has a clear owner or responsible function
- ☐ AI discoverability is discussed as part of Digital Experience KPIs

How to interpret the results

This checklist is not necessarily about how many boxes you checked.
Instead, focus on this criteria:

If **all sections are mostly covered**, your GEO/AIEO foundation is solid.

If **one or two sections show clear gaps**, AI explanations will be inconsistent.

If **any section is largely unchecked**, it becomes a blocker for AI trust or selection.

Rule of thumb: One weak section can undermine the entire Digital Experience in AI-driven discovery.

GEO/AIEO Readiness Level (Choose the description that best fits your situation)

🔴 **High risk**
Several sections are weak or missing. AI cannot reliably explain or trust the content.

🟡 **Operational**
Most sections are covered at a baseline level. AI can explain the offering, but governance and scale are limited.

🟡 **Partial**
Some sections are strong, others are not. AI explanations vary across pages or markets.

🟢 **Mature**
All sections are consistently addressed. AI discoverability is intentional, governed, and scalable.

The question is not "Do we rank?"
It is: **"Can AI confidently explain and recommend us?"**

Use this checklist as your starting point,
or **reach out for a GEO/AIEO readiness review**