CRAWL NINE

FREE RESOURCE 001

BY CRAWL NINE · PUBLISHED 19 NOVEMBER 2026 · FREE GUIDE

Is Your Website Ready for AI Search and AI Agents?

A Practical 20-Point Checklist for Business Owners

AREA 01 — PAGE 04

Accessibility and crawlability

Can people, search engines and relevant AI systems reach the information that matters?

FIX FIRST 01 · FIX FIRST 02 · 03 · 04

AREA 02 — PAGE 05

Business information and clarity

Can a visitor or retrieval system work out what the business offers, to whom and on what terms?

05 · 06 · 07 · 08

AREA 03 — PAGE 06

SEO and AI discovery foundations

Can relevant pages be discovered in ordinary search and represented accurately when AI features retrieve information?

FIX FIRST 09 · 10 · 11 · 12

AREA 04 — PAGE 07

AI-agent readiness

Could an authorised assistant understand the next step and use a supported enquiry process without unsafe guesswork?

13 · 14 · FIX FIRST 15 · FIX FIRST 16

AREA 05 — PAGE 08

Conversion, evidence and measurement

When somebody arrives can they use the site, trust the information and take an action you can measure?

17 · 18 · 19 · 20

READ THE RESULT AS A WORK LIST, NOT A CERTIFICATE.

20 CHECKS | **05** AREAS | **40** POINTS WHEN ALL 20 CHECKS APPLY

THE FULL GUIDE

crawlnine.com/guides/ai-search-agent-readiness-checklist/

SCORING

How to score your website

Do a quick pass on page 3, or a full pass on pages 4 to 8. Then add up on page 9 and plan your fixes on page 10.

START HERE:

Pick your homepage, your most important service or product page and the page where someone contacts or buys from you. Use those same three pages for the checks below. For a large site, add one representative page from each important section.

WEBSITE _____ DATE _____ CHECKED BY _____

PAGE 1, HOMEPAGE

PAGE 2, MAIN SERVICE OR PRODUCT PAGE

PAGE 3, CONTACT OR BUYING PAGE

EXTRA PAGE, FOR A LARGE SITE

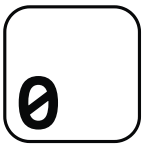
SCORE



Yes
2 POINTS



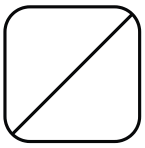
Partly
1 POINT



No
0 POINTS



Not sure
UNASSESSED



Not applicable
NEEDS A REASON

For each check choose Yes = 2, Partly = 1, No = 0, or Not sure = unassessed. Use Not applicable only when you can explain why the check genuinely does not apply; remove it from the maximum possible points. Do not award points for guesses. A check is Yes only when the relevant test actually passed.

ADD UP

Write down the evidence or the page you checked and then add your points for the completed checks and divide by two times the number of applicable checks. The full checklist is 40 points when all 20 checks apply. Record how many checks remain unknown; otherwise a deceptively high percentage can hide missing evidence.

POSSIBLE POINTS = 2 × checks answered Yes, Partly or No

SCORE = points earned ÷ possible points × 100

Count a check towards possible points only when you answered Yes, Partly or No. Keep Not sure and Not applicable as separate counts. With 0 possible points there is no score yet.

FIX FIRST

Put blocking issues first: inaccessible pages, accidental noindex, broken enquiry forms and unsafe transaction flows matter more than polishing a minor detail.

FIX FIRST Checks 1, 2, 9, 15 and 16 carry the Fix first flag. It follows the guide's advice to put blocking issues first. It is a priority flag, not an official threshold.

IMPORTANT:

This is a Crawl Nine educational self-assessment and not a test approved or issued by Google, OpenAI, Microsoft or any standards body. Results cannot predict AI citations, rankings or sales.

PRINTING

To save ink, leave out the cover and print pages 2 to 10. Page 3 works on its own. On US Letter paper, choose Fit to page.

THIS PAGE CAN BE PRINTED ALONE

Is Your Website Ready for AI Search and AI Agents?

THE WHOLE CHECKLIST ON ONE PAGE

WEBSITE _____ DATE _____

For each check choose Yes = 2, Partly = 1, No = 0, or Not sure = unassessed. Use Not applicable only when you can explain why the check genuinely does not apply; remove it from the maximum possible points.

			Yes 2	Partly 1	No 0	Not sure	N/A	Points
AREA 01	**Accessibility and crawlability**							
01	Can people open your most important pages?	FIX FIRST	☐	☐	☐	☐	☐	☐
02	Are website crawlers unintentionally blocked?	FIX FIRST	☐	☐	☐	☐	☐	☐
03	Is important content present before JavaScript runs?		☐	☐	☐	☐	☐	☐
04	Can visitors find important pages through ordinary links?		☐	☐	☐	☐	☐	☐
AREA 02	**Business information and clarity**		Yes 2	Partly 1	No 0	Not sure	N/A	Points
05	Can a new visitor explain what your business does in ten seconds?		☐	☐	☐	☐	☐	☐
06	Does each main service or product have a useful explanation?		☐	☐	☐	☐	☐	☐
07	Do your business facts agree across the web?		☐	☐	☐	☐	☐	☐
08	Can you prove the claims that matter to a buyer?		☐	☐	☐	☐	☐	☐
AREA 03	**SEO and AI discovery foundations**		Yes 2	Partly 1	No 0	Not sure	N/A	Points
09	Are your main pages eligible for indexing?	FIX FIRST	☐	☐	☐	☐	☐	☐
10	Do your pages answer the questions a real buyer asks?		☐	☐	☐	☐	☐	☐
11	Is your website organised so related information connects?		☐	☐	☐	☐	☐	☐
12	Are your profiles and structured business facts accurate?		☐	☐	☐	☐	☐	☐
AREA 04	**AI-agent readiness**		Yes 2	Partly 1	No 0	Not sure	N/A	Points
13	Can people and assistants identify and operate the controls?		☐	☐	☐	☐	☐	☐
14	Are the requirements for an enquiry, quote or booking clear?		☐	☐	☐	☐	☐	☐
15	Does your contact or booking journey work from start to finish?	FIX FIRST	☐	☐	☐	☐	☐	☐
16	Are agent permissions and sensitive actions safely controlled?	FIX FIRST	☐	☐	☐	☐	☐	☐
AREA 05	**Conversion, evidence and measurement**		Yes 2	Partly 1	No 0	Not sure	N/A	Points
17	Is your website genuinely usable on a phone?		☐	☐	☐	☐	☐	☐
18	Is the next step obvious and easy to complete?		☐	☐	☐	☐	☐	☐
19	Is there enough trustworthy evidence to help someone decide?		☐	☐	☐	☐	☐	☐
20	Can you measure enquiries and actual business outcomes?		☐	☐	☐	☐	☐	☐

POINTS EARNED	÷	POSSIBLE POINTS	× 100 =	SCORE	%	NOT SURE	NOT APPLICABLE

Possible points = 2 × the number of checks answered Yes, Partly or No. Round the score to a whole number.

FIX FIRST Fix first marks checks 1, 2, 9, 15 and 16. It follows the guide's advice to put blocking issues first and is not an official threshold. N/A means Not applicable. The test steps and space for evidence are on pages 4 to 8.

This is a Crawl Nine educational self-assessment and not a test approved or issued by Google, OpenAI, Microsoft or any standards body. Results cannot predict AI citations, rankings or sales.

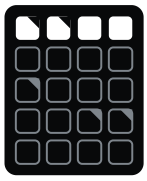
AREA 01

Accessibility and crawlability

Can people, search engines and relevant AI systems reach the information that matters?

AREA TALLY

POINTS	NOT SURE	N/A



01 Can people open your most important pages?

FIX FIRST

WHAT TO CHECK: Your homepage, a main service or product page and your contact or checkout page load as public pages.

TEST IT:

1. Open a private/incognito browser window without signing in.
2. Open each of your three chosen URLs, including on your phone.
3. Check that the full page appears, the content is readable and there is no unexpected “access denied” “not found” or endless loading screen.
4. Follow one important link on each page. Record the URL of anything that fails.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

02 Are website crawlers unintentionally blocked?

FIX FIRST

WHAT TO CHECK: Your site's crawling rules and security settings allow the public content you want discoverable to be requested by the relevant systems.

TEST IT:

1. Open `https://yourdomain.com/robots.txt`, replacing the domain with yours.
2. Look for `Disallow: /` beneath `User-agent: *`, `Googlebot`, `Bingbot`, or an AI-search bot. Do not change anything yet; rules can be more specific than they first appear.
3. Ask your website manager which bots your CDN or firewall blocks and whether a known legitimate crawler has been challenged or denied.
4. Compare the answer with OpenAI's crawler documentation and if relevant Cloudflare's AI crawler controls.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

03 Is important content present before JavaScript runs?

WHAT TO CHECK: The main services, product details, locations and contact information are available in the page's initial HTML or there is another tested and supported retrieval route.

TEST IT:

1. On a desktop browser, open your main service page.
2. Choose View page source (not Inspect), then use Find to look for a distinctive sentence from the main service description.
3. Repeat with the product name, location and primary contact method.
4. If the text is missing then ask a developer to compare raw HTML with the fully rendered page rather than treating this quick test as a final diagnosis.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

04 Can visitors find important pages through ordinary links?

WHAT TO CHECK: A visitor can reach services, products, policies and contact details through sensible menus and descriptive links.

TEST IT:

1. Start at your homepage without using the site's search function.
2. Find a key service, a relevant example and the contact page using visible links.
3. Check the wording: (example) “Industrial machinery servicing” explains more than “Learn more”.
4. Open those links in a new tab. If a key destination has no usable link, write it down.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

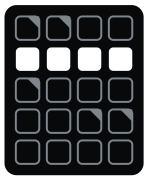
AREA 02

Business information and clarity

Can a visitor or retrieval system work out what the business offers, to whom and on what terms?

AREA TALLY

POINTS	NOT SURE	N/A



05 Can a new visitor explain what your business does in ten seconds?

WHAT TO CHECK: The first screen and page introduction make your core offer and audience understandable without deciphering slogans.

TEST IT:

1. Show the homepage to someone who does not know the business or ask a colleague to read only the first screen.
2. Ask: “What do we sell?” “Who is it for?” and “Where do we operate?”
3. Compare their answers with what you actually do - Repeat on your main service page.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

06 Does each main service or product have a useful explanation?

WHAT TO CHECK: Important offers answer practical questions a customer would need resolved before making an inquiry.

TEST IT:

1. Open one high value service or product page.
2. Look for what is included, who it suits, important limitations, service areas and the next step.
3. Ask a real customer question, such as “Can you refurbish a machine of this size?” or “Can I book an assessment outside London/New York?”
4. Mark any factual answer that the page does not supply.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

07 Do your business facts agree across the web?

WHAT TO CHECK: Your name, website, locations, contacts, trading hours, services and important public policies are current and consistent wherever your business controls the information.

TEST IT:

1. Make a short “approved facts” sheet with the business name, URL, service areas and most important offerings.
2. Compare it with your website's footer, contact page and relevant business profiles.
3. Check one public facing fact that changes regularly, such as service coverage, appointment availability or pricing conditions.
4. Note the last verification date and the person responsible for updates.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

08 Can you prove the claims that matter to a buyer?

WHAT TO CHECK: Statements about experience, certifications, results, guarantees and capabilities are supported by specific current evidence.

TEST IT:

1. Choose three claims on the homepage such as “certified”, “fastest” or “trusted by manufacturers”.
2. Find the page, document or example supporting each one.
3. Check that dates, scope, issuer and relevant qualifications are visible where appropriate.
4. Ask whether an independent reader could understand the evidence without taking a marketing statement on faith.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

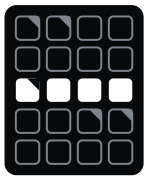
AREA 03

SEO and AI discovery foundations

Can relevant pages be discovered in ordinary search and represented accurately when AI features retrieve information?

AREA TALLY

POINTS	NOT SURE	N/A



09 Are your main pages eligible for indexing?

FIX FIRST

WHAT TO CHECK: Google and Bing can discover and index the pages you want public and those pages are not accidentally marked `noindex` or restricted from snippets.

TEST IT:

1. If you have access, open Google Search Console and use URL Inspection for your most important page.
2. Read the reported indexing status and any crawl or canonicalisation issue.
3. In Bing Webmaster Tools check the equivalent URL/indexing tools.
4. If you lack access then ask your website manager for a dated screenshot or report; a `site:` search is only a rough clue, not a dependable index audit.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

10 Do your pages answer the questions a real buyer asks?

WHAT TO CHECK: The page explains relevant decisions and answers practical questions in language customers actually use.

TEST IT:

1. Write down three questions customers ask before buying.
2. Search your most relevant page for a direct answer to each question.
3. Check whether the answer is specific: who, what, where, when, limits and next steps as needed.
4. Ask a colleague whether they could make progress without calling you for basic facts.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

11 Is your website organised so related information connects?

WHAT TO CHECK: The site has a sensible structure with descriptive page titles, clear headings, related links and a discoverable sitemap where appropriate.

TEST IT:

1. Look at the headings on one service page; can you scan them and understand the page?
2. Follow two links to related details, evidence or contact options.
3. Visit `https://yourdomain.com/sitemap.xml` or ask where your current sitemap is hosted.
4. Check whether the same article exists under several URLs without a clear preferred version.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

12 Are your profiles and structured business facts accurate?

WHAT TO CHECK: Your relevant business listings are maintained and any structured data accurately reflects information people can see on the page.

TEST IT:

1. Open your Google Business Profile or other appropriate platform listing, if eligible and confirm the public details.
2. Ask your developer whether your site uses `Organization`, `LocalBusiness`, `Product` or other relevant schema and whether it matches the visible page.
3. Optionally use Google's Rich Results Test to inspect supported markup.
4. Do not treat a valid schema test as proof that ChatGPT or Google will recommend the business.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

AREA 04

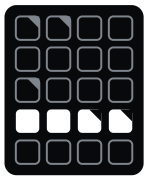
AI-agent readiness

Could an authorised assistant understand the next step and use a supported enquiry process without unsafe guesswork?

These checks are design recommendations not evidence that a particular AI product can operate your site.

AREA TALLY

POINTS	NOT SURE	N/A



13 Can people and assistants identify and operate the controls?

WHAT TO CHECK: Navigation, buttons and form fields have clear labels and behave predictably with a keyboard.

TEST IT:

1. Open the page on a computer and press Tab to move through interactive elements without using the mouse.
2. Look for a visible focus indicator and a logical order.
3. Read each button and form field label out loud. Can you tell what it does without looking at nearby decoration?
4. Try Enter or Space on the appropriate focused controls. Do not accidentally submit a real purchase.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

14 Are the requirements for an enquiry, quote or booking clear?

WHAT TO CHECK: The website states what information it needs from a potential customer, which actions are available and what happens next.

TEST IT:

1. Choose one task, such as requesting a manufacturing quote or booking an introductory call.
2. Find the necessary requirements: machine category, quantity, budget range, service area, available appointment types or other genuine criteria.
3. Read the form and surrounding explanation without contacting the company.
4. Check whether the next step, response expectations and any restrictions are stated.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

15 Does your contact or booking journey work from start to finish? FIX FIRST

WHAT TO CHECK: Visitors can complete a supported task and receive an understandable confirmation.

TEST IT:

1. Tell your team you are running a test and choose a safe, non-purchase enquiry flow.
2. Submit a clearly labelled TEST enquiry with a contact address you control. Do not send sensitive customer information.
3. Confirm that the page displays a success message and that the team receives the request in the expected inbox or CRM.
4. Check the acknowledgement, expected response process and whether duplicate submissions create confusion.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

16 Are agent permissions and sensitive actions safely controlled? FIX FIRST

WHAT TO CHECK: The website distinguishes public information, private customer data and actions that need authenticated permission or explicit human approval.

TEST IT:

1. Write down the actions a visitor can take: read, enquire, book, log in, pay, change an order.
2. Mark which actions require identity verification, consent or confirmation.
3. Check that private details cannot be seen simply by opening a shared or guessed URL.
4. If an agent integration exists, ask for evidence of its authentication, limited permissions, audit logs and human confirmation rules.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

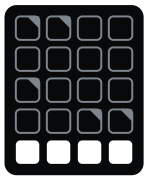
AREA 05

Conversion, evidence and measurement

When somebody arrives can they use the site, trust the information and take an action you can measure?

AREA TALLY

POINTS	NOT SURE	N/A



17 Is your website genuinely usable on a phone?

WHAT TO CHECK: The page is readable, stable, reasonably responsive and easy to use on a typical mobile connection.

TEST IT:

1. Open your three example pages on a phone using mobile data if practical.
2. Try reading, navigating, opening menus and tapping the contact button with one hand.
3. Run a representative URL through PageSpeed Insights.
4. Look at real user field data where available and not just a single lab score; note layout shifts and slow loading primary content.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

18 Is the next step obvious and easy to complete?

WHAT TO CHECK: People know how to enquire, book, call or buy and the action fits the promise made on the page.

TEST IT:

1. Open a service page as if you were a new buyer.
2. Within a few seconds, identify the next action and what happens after you take it.
3. Use the action on desktop and mobile; check any form length, error messages and required fields.
4. Ask whether the page requests information it genuinely needs at this stage.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

19 Is there enough trustworthy evidence to help someone decide?

WHAT TO CHECK: The site presents credible, relevant proof near the claims and decisions it supports.

TEST IT:

1. Choose a high value claim on a service page.
2. Look for a relevant case study, specification, review, policy or dated qualification supporting it.
3. Check whether results identify the metric, period and how it was obtained.
4. Confirm that quotes and logos are authorised and that unavailable evidence is not implied.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

20 Can you measure enquiries and actual business outcomes?

WHAT TO CHECK: Your business can distinguish website visits, AI or search referrals, genuine enquiries, qualified opportunities and sales.

TEST IT:

1. Ask to see the site's analytics and an example of a successfully recorded enquiry or sale.
2. In Google Search Console review search impressions and clicks for your important pages. In Bing Webmaster Tools review index coverage and available AI Performance data.
3. In your analytics inspect referrals from relevant sources such as `chatgpt.com` or `perplexity.ai`, remembering that some activity may be unattributed or grouped differently.
4. Compare those signals with actual enquiry records and whether leads became customers. Document the limits of your attribution.

☐ Yes **2** ☐ Partly **1** ☐ No **0**
☐ Not sure ☐ Not applicable

PAGE CHECKED

EVIDENCE, OR REASON IF N/A

WEBSITE DATE

RESULTS

Read the result as a work list, not a certificate.

Put blocking issues first: inaccessible pages, accidental noindex, broken enquiry forms and unsafe transaction flows matter more than polishing a minor detail. Note that this framework is an editorial prioritisation tool, not a scientifically validated score or a prediction of future AI visibility.

TALLY Write each answer in its cell as the key shows, then add up each row and each column. Count a check you have not answered as Not sure.

2 Yes | 1 Partly | 0 No | ? Not sure | Not applicable | Fix first

						Points	Not sure	Not applicable
AREA 01 Accessibility and crawlability	01	02	03	04	—			
AREA 02 Business information and clarity	05	06	07	08	—			
AREA 03 SEO and AI discovery foundations	09	10	11	12	—			
AREA 04 AI-agent readiness	13	14	15	16	—			
AREA 05 Conversion, evidence and measurement	17	18	19	20	—			
Total	On screen, type 2, 1, 0, ? or N/A in each cell.							

SCORE Round the score to a whole number. With 0 possible points there is no score yet.

Checks assessed: 20 − NOT SURE − NOT APPLICABLE = CHECKS ASSESSED

Possible points: 2 × CHECKS ASSESSED = POSSIBLE POINTS

Score: POINTS EARNED ÷ POSSIBLE POINTS × 100 = SCORE %

CHECKS STILL NOT SURE

NOT APPLICABLE CHECKS

CHECK	WHY IT DOES NOT APPLY

What does a good readiness score mean?

It means your site passed the checks you actually performed under this educational method. It is not a platform certification and does not predict rankings, citations or revenue. Fix important failures even if your total score is high.

WEBSITE _____ DATE _____

FIX LIST

What should you fix first?

Work through your results in this order, regardless of the total score:

1. **Fix broken access and journeys** - Publicly intended pages that do not load, accidental exclusion from indexing, broken links and failed forms.
2. **Fix incorrect business facts** - Wrong contact details, outdated service areas, false product claims or unsafe permissions.
3. **Make the offer understandable** - Clear service explanations, practical answers, proof and simple next steps.
4. **Improve the foundations** - Internal linking, indexing investigation, mobile usability and appropriate structured data.
5. **Measure and revisit** - Confirm that tracking works, then compare appropriate results over time rather than relying on a single Ai answer.

For each issue record **page → evidence → action → owner → retest date**. If several checks fail for the same underlying reason, fix that cause once instead of buying five unrelated "AI optimisation" tasks.

YOUR FIRST FIXES

CHECK	PAGE	EVIDENCE	ACTION	OWNER	RETEST DATE
FIX 1					
FIX 2					
FIX 3					
FIX 4					
FIX 5					
FIX 6					

RETEST LOG Keep a copy of this guide and repeat the checks after meaningful site changes.

DATE	SCORE %	NOT SURE	DATE	SCORE %	NOT SURE	DATE	SCORE %	NOT SURE

CRAWL NINE

Fast for people. Clear to machines. Visible everywhere.

The full guide, with why each check matters and what to do

crawlnine.com/guides/ai-search-agent-readiness-checklist/

This is a Crawl Nine educational self-assessment and not a test approved or issued by Google, OpenAI, Microsoft or any standards body. Results cannot predict AI citations, rankings or sales.