



The AI-Ready Website Checklist



**How Construction, Home Services, and Manufacturing Companies
Prepare for the Future of Search**

*A fast, practical evaluation tool to see if your website is ready for
AI-driven search, visibility, and lead quality.*

Is Your Website Ready for AI Search?

AI is changing how buyers discover, compare and choose vendors. Whether someone is planning a remodel, sourcing a precision part or lining up an HVAC contractor, their search often begins with AI tools that scan websites, summarize information, and surface trustworthy brands.

In this new landscape, your website isn't just a brochure. It is the blueprint AI systems use to understand your company, your capabilities and the value you deliver.

The problem is that most construction, home services and manufacturing websites are not built with AI in mind. They may look fine to a human, but fall short when AI evaluates structure, clarity and authority.

To help you get ahead, Keystone Click created the AI-Ready Website Checklist: a practical checklist organized around 10 essential areas of AI website readiness to evaluate whether your site is built to earn visibility in an AI-driven world. These items are based on the same research-backed approach we use to structure websites that convert.

Below is the checklist, along with practical guidance you can put to work right away.

Technical & Content Readiness

Clean Technical Structure

Check for:

- ☐ Logical H1, H2, H3 structure
- ☐ Fast load time
- ☐ Modern hosting (SSL, HTTP/2, CDN)
- ☐ Crawlable navigation



When headings are embedded in images, they are harder for search tools and assistive technology to interpret.

SECTION SCORE: ____ / 4

Mobile Performance Meets Modern Standards

Check for:

- ☐ Core Web Vitals passing on mobile
- ☐ Tap-friendly CTAs
- ☐ No text cutoffs or overlapping elements



Review your hero section on a phone. Poor mobile usability makes the page harder for customers and search tools to use.

SECTION SCORE: ____ / 3

Machine-Readable Content

Check for:

- ☐ Descriptive headings
- ☐ Bulleted benefits
- ☐ Clear service definitions
- ☐ Direct answers to what you do, who you serve and why it matters



If a new hire needs context to understand your services, AI won't get it either.

SECTION SCORE: ____ / 4

Structured Data on Key Pages

Check for:

- ☐ Organization schema
- ☐ LocalBusiness schema
- ☐ FAQ schema
- ☐ Product or Service schema
- ☐ Review schema



A useful FAQ block can make important service information easier to find and interpret.

SECTION SCORE: ____ / 5

Consistent Brand Mentions Across the Web

Check for:

- ☐ Consistent name, address, phone
- ☐ Uniform brand description
- ☐ Industry-specific terminology
- ☐ Backlinks from reputable sites



If Google Business Profile says one thing and LinkedIn says another, AI will not know which version to trust.

SECTION SCORE: ____ / 4

Authority, Media & Conversion Readiness

Clear Value Propositions That AI Can Summarize Easily

Check for:

- ☐ One-sentence value statement
- ☐ Clear benefits per service
- ☐ Bulleted differentiators
- ☐ Industry-specific vocabulary



Write your copy so it answers “Why choose this company?” in one clean sentence.

SECTION SCORE: ____ / 4

Location & Service Area Readable by AI

Check for:

- ☐ Service area schema
- ☐ SEO-friendly city pages
- ☐ Location cues in headers
- ☐ Local proof points



Your primary service area belongs in your H1 or subhead.

SECTION SCORE: ____ / 4

Proof Elements AI Can Trust

Check for:

- ☐ Testimonials with names and roles
- ☐ Case studies with metrics
- ☐ Partner or client logos
- ☐ Awards and certifications



Specific, measurable evidence is more informative than broad claims such as “improved efficiency.”

SECTION SCORE: ____ / 4

AI-Discoverable Media	Strong Calls To Action
Check for: ☐ Descriptive alt text ☐ Clear file names ☐ Video captions ☐ Transcripts for embedded media  Every photo should explain what it is and why it matters. SECTION SCORE: ____ / 4	Check for: ☐ Clear CTA button text ☐ Mobile-friendly forms ☐ Minimal required fields ☐ Contact information on every page  “Request a free estimate” beats “Learn More” every time. SECTION SCORE: ____ / 4

TOTAL SCORE: ____ / 40

Your AI Readiness Score

Count your checked boxes:

- **0–13** → Significant gaps. Your website may be difficult for buyers and AI-assisted search tools to understand.
- **14–27** → Developing foundation. You have useful elements in place, with clear opportunities to improve.

- **28–35** → Strong foundation. Your website is well positioned for further optimization.
- **36–40** → Advanced readiness. Focus on maintaining consistency, strengthening proof, and monitoring performance.

Prepare Your Website for the Future of Search

AI-assisted search tools are already influencing which companies buyers discover, compare, and consider.

When your website is difficult for AI-assisted search tools to interpret, your business may lose visibility, credibility, and qualified leads.

See How AI Tools Represent Your Business

Start with the free Visibility Snapshot for a quick, high-level scan of how your brand appears in Perplexity.ai. It can help you identify basic visibility gaps and see how an AI search tool summarizes your business.

For a deeper evaluation, the Full AI Optimization Audit analyzes your presence across ChatGPT, Claude, Gemini, and Perplexity. It also includes competitor comparisons, technical and content review, and a prioritized action plan.

Compare Your AI Visibility Options

keystoneclick.com/ai-audit



About Keystone Click

Keystone Click helps construction, home services, and manufacturing companies build websites that rank, convert, and perform in the age of AI.

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