

AI Citation Readiness Audit

Companion worksheet to "Why Traditional Keyword SEO Is Not Enough for AI Search"

Ranking near the top of a results list is not the same as being one of the two or three sources an AI model cites in its answer. Use this worksheet to test whether a page is built to be cited, not just to rank, and to find the pages on your site that need a rewrite.

1. Is this page built to be cited?

Pull up one page and check every statement that is true of it. The more boxes, the more likely an AI model draws from it.

- ☐ **It carries extractable information**
Specific numbers, dates, or claims a model could quote, not just adjectives.
- ☐ **It explains, rather than just listing the keyword**
The sentences would still say something with the keyword removed.
- ☐ **It carries a named, verifiable author**
A real byline that also appears across your other content.
- ☐ **The structure makes the answer easy to extract**
Clear headings and focused paragraphs, not the answer buried in paragraph six.
- ☐ **It fits a pattern of expertise on this topic**
Not a lone optimized page surrounded by thin or unrelated content.

Boxes checked: _____ / 5. Three or fewer means the page is built to rank, not to be cited.

2. The one-paragraph test

Read your highest-traffic page as an AI model would. Find the single paragraph it could quote in an answer.

The page, and the one paragraph a model could actually use:

If you cannot find one, name the page here. It is a rewrite priority:

3. Sort your top ten pages

Pull your ten highest-traffic pages and drop each into one stack, then total.

Pages with real extractable information _____

Pages that are mostly keyword-driven _____

The second stack is your rewrite list, in order of traffic.

4. Your commitments

Turn the audit into three concrete moves.

This week.

Rewrite your highest-traffic page to lead with the answer to one specific question. Page I will fix:

This month.

Work down the keyword-driven stack, adding real information to each. First three pages on the list:

Ongoing.

Plan every new page question-first, keyword-second. The question my next page will answer: