

The DesignWise AI Visibility Checklist

12 Questions Every Website Owner Should Ask in the Age of AI Search

A practical field guide for creators, publishers, organizations, and small businesses adapting to AI-driven search and Answer Engine Optimization (AEO).

Introduction

For more than two decades, websites largely competed for visibility through traditional search engine optimization. That landscape is changing rapidly. As AI systems increasingly summarize, interpret, and recommend information directly, websites may need to rethink how authority, structure, identity, and human expertise are presented online. This checklist is designed to help creators, publishers, nonprofits, small businesses, and independent organizations begin evaluating their visibility in the emerging era of AI-driven search.

1. Does your website clearly communicate who you are?

Can visitors and AI systems quickly identify the people, organization, expertise, and purpose behind your content?

2. Is your content based on real experience or generic summaries?

AI systems increasingly value firsthand knowledge, lived expertise, original reporting, interviews, photography, and authentic storytelling.

3. Are your articles clearly structured?

Do your posts use descriptive headings, short paragraphs, bullet lists, captions, summaries, and readable formatting?

4. Can AI systems easily understand your main topics?

Do your headlines, subheadings, and internal links clearly reinforce your core subject areas?

5. Does your website function as part of a larger ecosystem?

Are your website, newsletter, social media, podcast, YouTube, and community presence interconnected?

6. Is your authorship visible?

Do readers know who created the content? Are author names, biographies, and public identities clearly presented?

7. Are you building topic clusters instead of isolated posts?

Do related articles connect to one another through meaningful internal linking?

8. Does your website answer real human questions?

Are you addressing natural conversational queries that people genuinely ask?

9. Are your images helping tell the story?

Do original photos include captions, context, and meaningful alt text?

10. Does your website feel trustworthy?

Is the design clean, readable, updated, transparent, and professionally maintained?

11. Are you creating content worth referencing?

Would another creator, journalist, educator, or AI assistant consider your content valuable enough to cite?

12. Are you building a recognizable digital identity?

In the AI era, websites may increasingly compete not only through keywords, but through recognizable expertise, trust, consistency, and human authority.

The Human Web May Be Returning

As AI reshapes search, the future web will increasingly reward:

- clarity
- trust
- expertise
- structure
- storytelling
- recognizable human identity

The goal is no longer simply to rank. It is to become a trusted source worth understanding, citing, and remembering.

Request Your Own AI Visibility Audit & Action Plan

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