BONFIRE
THE WEB. WELL DONE.

AI READY WEBSITE CHECKLIST

DISCOVERABILITY

- ☐ Add About, Contact, Team pages for credibility
- ☐ Use author bylines, schema
- ☐ Add FAQs (with FAQPage schema)
- ☐ Include customer reviews/testimonials (with Review schema)
- ☐ Consistent contact information
- ☐ Stay consistent between site and other profiles (Google Business Profile, Yelp, etc.)
- ☐ Foster credible backlinks

STRUCTURED DATA

- ☐ Use proper semantic HTML (<h1>, <h2>, etc.)
- ☐ Implement schema.org structured data in JSON-LD format
- ☐ Make URLs short, descriptive, readable
- ☐ Optimize for mobile-first
- ☐ Reduce page load speeds
- ☐ Security certificates (SSL)
- ☐ Properly configured XML sitemap, robots.txt file
- ☐ Correct configurations on Google Search Console
- ☐ Eliminate broken links
- ☐ Correct any crawl errors
- ☐ Ensure accessibility compliance

CONTENT

- ☐ Clear and descriptive page titles
- ☐ Optimize meta descriptions
- ☐ Clear content hierarchy and subheadings
- ☐ Utilize Q&A formatting for questions
- ☐ Include concise summaries on pages
- ☐ Use plain, natural language
- ☐ Avoid long text without breaks
- ☐ Move critical information high on the page

OPTIMIZATION

- ☐ Answer questions about your business clearly and early on
- ☐ Include location(s), services, differentiators, benefits, etc. in natural sentences
- ☐ Create pages for specific user intent
- ☐ Utilize structured content blocks
- ☐ Avoid relying on imagery for descriptions
- ☐ Reduce vague or jargon-heavy copy

OMNICHANNEL

- ☐ Keep social media profiles updated and linked
- ☐ Publish blog content to other sites (LinkedIn, Medium, etc.)
- ☐ If using video, add structured data to YouTube video and embed on-site
- ☐ Keep local listings accurate and matching your site
- ☐ Add your site to directories where possible

ON-SITE EXPERIENCES

- ☐ Deploy a chatbot or virtual assistant
- ☐ Provide natural language search options
- ☐ Use AI product/service recommendation tools
- ☐ If relevant, use AI voice support systems

TRUST & AUTHORITY

- ☐ Publish bios for team members and content authors
- ☐ Cite sources when making claims
- ☐ Display any credentials, certifications, awards
- ☐ Have available visible privacy policies
- ☐ Show clearly how to reach customer support or general contact

Need Help? Email us. ai@bonfirela.com

SEO + AI INDEXING OPTIMIZATION SERVICES

Improve your website's visibility in both search engines (Google, Bing) and AI/LLM platforms (ChatGPT, Gemini, Perplexity) by enhancing technical SEO, structured data, crawlability, and AI bot indexing readiness.

TIER I: ESSENTIAL VISIBILITY - $1,550.00 per month*

A foundational monthly service designed for companies that want to take the first steps toward modern SEO and GEO readiness. Ideal for organizations that want to improve SEO and become discoverable by AI tools without overhauling infrastructure.

MONTHLY SERVICES:

- **Technical Audit (Initial & Quarterly)**
  Scan for crawlability, indexation errors, Core Web Vitals, and structured data gaps

- **Robots.txt & Meta Tag Review**
  Ensure proper directives for both human crawlers and AI bots (e.g., GPTBot, CCBot)

- **Structured Data Check**
  Identify key areas where schema markup (e.g., FAQs, org info, product, articles) is missing or incorrect (Structured Data Updates/Fixes not included)

- **Bing Indexing Optimization**
  Ensure visibility in Bing (which powers ChatGPT browsing) via Bing Webmaster Tools

- **Basic AI Bot Traffic Monitoring Setup**
  Configure bot detection in GA4 or server logs (for GPTBot, CCBot, etc.)

- **Monthly Summary Report**
  Basic summary of findings, crawl stats, and key fixes implemented

TIER 2: STRUCTURED PERFORMANCE - $2,650.00 per month*

A more proactive service with monthly improvements and a stronger focus on structured data and crawl feedback loops. Ideal for teams ready to commit to steady improvements with visible SEO results and clearer AI indexing visibility.

INCLUDES ALL TIER I SERVICES, PLUS:

- **Full Schema Markup Implementation**
  Add & maintain structured data across key pages

- **Keyword Gap & Visibility Analysis**
  Identify keyword opportunities based on current rankings

- **AI Bot Traffic Dashboard (GA4 or Looker Studio)**
  Monthly reports showing traffic from AI crawlers, flagged pages, indexing status

- **Search Console & Bing Webmaster Optimization**
  Regular index request submission, crawl issue monitoring, and sitemap optimization

- **Monthly Strategy Session (30 min)**
  Review technical wins, new opportunities, and updated bot behavior (LLM changes, crawler updates)

Ready to Get Started?
email ai@bonfirela.com

BONFIRELA.COM

All services require a 1-year contract. Pay for the year in advance and get one month free!