

The Five-Minute *Self-Audit*.

What Google and AI actually see on your website. Work through this during the session, or at your desk this afternoon. Either way, do it with your real website open. · Jake Kramer, ARTILLERY

01 YOUR HOMEPAGE, THE WAY A MACHINE READS IT

My title tag says:

Hover over your browser tab, or right-click the page → View Page Source and find <title>.

My homepage's big headline (the H1) says:

Right-click the headline → Inspect. Is it actually tagged as an H1?

My first 100 words clearly say...

☐ what I do ☐ who I serve ☐ where I am

Whatever went unchecked, machines are guessing at.

02 THE WORDS YOU WANT MACHINES TO USE

Three words I want Google and AI to use about my business:

Fast? Honest? Local? Transparent? AI is literal. It repeats what it reads.

Are those exact words on my homepage right now?

☐ yes ☐ no Page I'll fix first: _____

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03 THE THREE RS TEST

Open ChatGPT in an incognito window and ask it these three things. Framework credit: Michelle Bourbonnière, Words on the Rise.

Recognition · “Tell me about [my business name].”

What did it get right? What’s wrong or missing?

Reputation · “Is [my business name] trustworthy?”

Notice what it leaned on: your reviews, Reddit, news, your own pages.

Recommendation · “Best [what I do] in [my city]?”

☐ I came up ☐ I didn’t **Who did:** _____

04 THREE THINGS TO DO TODAY

☐ **Add “ChatGPT or other AI”** to your contact form’s “How did you hear about us?” field.

It’s the only way you’ll ever know AI sent someone.

☐ **Rewrite your title tag** so it says what you do, who it’s for, and where you are.

It’s the single strongest sentence on your site.

☐ **Put the words you want said on the page.** Plainly. Homepage, services, About.

AI is not subtle. Say it, and it will say it back.

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