

India Business AI Readiness Checklist (2026 Edition)

This enterprise checklist helps businesses evaluate whether their website, technical SEO, local SEO, AI visibility, schema structure and conversion systems are prepared for modern search engines and AI answer systems.

1. Technical SEO Foundation

- Website loads fast on mobile and desktop.
- Core Web Vitals are optimized.
- Important pages are indexable.
- Canonical tags are configured correctly.
- Schema validates without errors.
- Images use AVIF or WebP where possible.
- Broken links and redirect chains are cleaned.

2. Local SEO & Google Business Profile

- Google Business Profile is verified.
- Business categories match actual services.
- NAP consistency exists across listings.
- Google reviews are answered regularly.
- Location pages are unique and helpful.

3. AI SEO / AEO / GEO Readiness

- Pages include direct-answer summaries.
- FAQs are visible and schema-supported.
- Entity relationships are defined.
- Pages contain comparison sections.
- Internal topical clusters are linked.

4. Content & Semantic Coverage

- Service pages answer buyer questions.
- Industry-specific SEO pages exist.
- Pages cover informational and commercial intent.
- Content avoids AI-generated fluff.

5. Conversion & Tracking

- Contact forms work properly.

- WhatsApp CTAs are visible.
- Phone numbers are clickable.
- Search Console and Analytics are configured.
- Lead sources are tracked.

6. Trust & E-E-A-T Signals

- Founder or reviewer information is visible.
- About page explains experience.
- No fake guarantees are used.
- Authority links support trust.
- Privacy policy and contact information are accessible.

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