



# AI Search Marketing Lab Implementation Workbook

Your Personal Assessment & Action Planning Guide



# Workshop Information



**Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_

## Your Information:

Company Name: \_\_\_\_\_

Website URL: \_\_\_\_\_

Your Role: \_\_\_\_\_

Primary Services: \_\_\_\_\_

Target Industries: \_\_\_\_\_

Service Area: \_\_\_\_\_

## Required for Today:

- Active ChatGPT Plus subscription
- CHATGPT bookmarked: <https://chatgpt.com>
- Website URL ready
- This workbook and pen/device for
- notes A laptop computer

# Pre-Workshop Quick Assessment



## Before we start, rate yourself (1-10):

- |   |     |
|---|-----|
| How visible do you think you are in AI search?            | /10 |
| How helpful is your website content to prospects?         | /10 |
| How well does your site show your team's expertise?       | /10 |
| How confident are you in your current marketing approach? | /10 |

## Current marketing challenges:

1.

2.

3.

# Lab Session 1: Discover Your Current Position



Duration: 8 minutes

## TASK 1

### Overall AI Readiness Assessment (5 minutes)

---

#### Copy this prompt into ChatGPT:

*"Please score my Business's AI search readiness on a scale of 1-10 and give me the top 3 things I should fix first. My website is **[YOUR WEBSITE URL]**. I'm a **[TYPE OF Business - e.g., 'general business serving small businesses' or 'specialty-focused Business for professional services']**."*

#### Your Assessment Results:

Overall AI Readiness Score: \_\_\_\_\_ /10

Priority Fix #1: \_\_\_\_\_

Priority Fix #2: \_\_\_\_\_

Priority Fix #3: \_\_\_\_\_

# Lab Session 1: Discover Your Current Position



Duration: 8 minutes

## TASK 2

### Competitive Reality Check (3 minutes)

---

#### In another prompt ask ChatGPT:

*"I'm a [a business type] in [your city] looking for a consultant [your business type]. What should I look for and can you recommend any companies?"*

#### Competitive Analysis Results:

Were you mentioned by AI?  Yes  No

Competitors mentioned: \_\_\_\_\_

Criteria AI suggested prospects look for:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

Your reaction to these results: \_\_\_\_\_

#### Lab 1 Reflection

What surprised you most about your assessment?

How did your actual score compare to your pre-workshop self-assessment?

# Lab Session 2: Technical Foundation Assessment



## TASK 1

### AI Crawler Access Check (3 minutes)

---

#### Copy this prompt into ChatGPT:

*"Check if my website allows AI crawlers to access it. My website is **[YOUR WEBSITE URL]**. Tell me if I'm blocking ChatGPT, Perplexity or other AI systems, and give me simple instructions to fix any problems you find."*

#### Crawler Access Results:

Am I blocking AI crawlers?  Yes  No

Which AI systems am I blocking?

What needs to be fixed?

Instructions to fix:

# Lab Session 2: Technical Foundation Assessment



## TASK 2

### Trust and Clarity Assessment (4 minutes)

---

#### Copy this prompt into ChatGPT:

*"Evaluate my website's basic AI readiness. My website is [YOUR WEBSITE URL].  
Check these areas and give me a simple score (1-10) for each:*

- *Can AI systems understand what services I provide?*
- *Is my team's expertise clearly displayed?*
- *Do I have clear contact information?*
- *Are there trust signals like testimonials or certifications?*
- *Give me specific suggestions to improve each area.*

#### Trust & Clarity Scores:

Service clarity     /10

Team expertise display    /10

Contact information clarity    /10

Trust signals present     /10

#### Specific improvement suggestions:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Lab Session 2: Technical Foundation Assessment



## TASK 3

### Expertise Credibility Check (3 minutes)

---

#### Copy this prompt into ChatGPT:

*"Check if my content shows who wrote it and their qualifications. My website is **[YOUR WEBSITE URL]**. Tell me:*

- 1. Do my articles have author names and credentials?*
- 2. Do I have strong team bios that show expertise?*
- 3. What should I add to make my team look more credible to AI systems?*

*Give me a template for improving author attribution."*

#### Credibility Assessment Results:

Do articles have author names?  Yes

No Are team credentials displayed?  Yes

No

Team bio quality rating \_ /10

#### Action items for credibility improvement:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Author attribution template provided:

# Lab Session 2: Technical Foundation Assessment



## Lab 2 Reflection

---

What's your biggest technical barrier right now?

Which fix would have the most immediate impact?

What can you realistically implement this week?

# Lab Session 3: Content Opportunities Assessment



## TASK 1

### Content Helpfulness Audit (3 minutes)

---

#### Copy this prompt into ChatGPT:

*"Review my main service pages and score how helpful they would be to someone researching **[MY BUSINESS TYPE]**. My website is **[YOUR WEBSITE URL]**. Rate each page 1-10 on:*

- Does it answer real questions prospects have?*
- Does it include specific examples or case studies?*
- Is it genuinely educational vs. just promotional?*

*Tell me which pages need the most improvement and why."*

#### Content Helpfulness Results:

Most helpful page: \_\_\_\_\_ Score \_\_\_/10

Least helpful page: \_\_\_\_\_ Score \_\_/10

Page needing most improvement: \_\_\_\_\_

Why: \_\_\_\_\_

#### Overall content assessment:

# Lab Session 3: Content Opportunities Assessment



## TASK 2

### Content Gap Analysis (4 minutes)

---

#### Copy this prompt into ChatGPT:

*"Analyze whether my content answers the real questions prospects ask when researching Business's. My website is **[YOUR WEBSITE URL]**. I primarily serve **[YOUR TARGET MARKET - e.g., 'law firms and accounting practices']**. Tell me:*

*Tell me:*

- 1. What important questions am I NOT answering?*
- 2. Which of my current pages could be improved to be more helpful?*
- 3. Give me 5 specific article ideas that would make AI systems recommend me.*

*Focus on practical questions prospects actually ask."*

#### Content Gap Analysis Results:

Important questions I'm not answering:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Current pages that could be improved:

1. \_\_\_\_\_
2. \_\_\_\_\_

# Lab Session 3: Content Opportunities Assessment



5 article ideas for AI recommendations: 1.

2.

3.

4.

5.

# Lab Session 3: Content Opportunities Assessment



## TASK 3

### Competitive Content Analysis (3 minutes)

---

#### Copy this prompt into ChatGPT:

*"Compare my website content to my main competitors for AI search readiness. My website is **[YOUR WEBSITE URL]**. My main competitors are **[LIST 2-3 COMPETITOR WEBSITES]**. Tell me:*

- 1. Who has the most AI-friendly content and why?*
- 2. What are they doing that I should copy?*
- 3. Where do I have opportunities to be more helpful than them?*

*Give me specific content ideas to get ahead."*

#### Competitive Content Analysis:

Competitor doing best: \_\_\_\_\_

Why they're succeeding: \_\_\_\_\_

What I should copy from them: \_\_\_\_\_

My opportunities to be better: \_\_\_\_\_

#### Specific content ideas to get ahead:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# Lab Session 3: Content Opportunities Assessment



## Lab 3 Reflection:

What's your biggest content opportunity?

Which content piece should you create first and why?

# Your Personalized Action Plan



## Week 1: Foundation Fixes

---

**Based on your Lab 2 results, prioritize these tasks:**

**Technical Priority #1:** \_\_\_\_\_

Specific action: \_\_\_\_\_

Who will do it: \_\_\_\_\_

Completion date: \_\_\_\_\_

**Technical Priority #2:** \_\_\_\_\_

Specific action: \_\_\_\_\_

Who will do it: \_\_\_\_\_

Completion date: \_\_\_\_\_

**Technical Priority #3:** \_\_\_\_\_

Specific action: \_\_\_\_\_

Who will do it: \_\_\_\_\_

Completion date: \_\_\_\_\_

# Your Personalized Action Plan



## Week 2: Content Creation

---

### Based on your Lab 3 results:

First content piece to create: \_\_\_\_\_

Why this piece: \_\_\_\_\_

Target completion date: \_\_\_\_\_

### Content outline:

1.

2.

3.

4.

5.

# Your Personalized Action Plan



## Week 3: Expertise Enhancement

---

Credibility improvements needed:

### **Author attribution updates:**

- Add author names to existing articles
- Create/improve team bios
- Add credentials and certifications
- Include professional photos

### **Case study to add:**

Client type: \_\_\_\_\_

Problem solved: \_\_\_\_\_

Solution provided: \_\_\_\_\_

Measurable result: \_\_\_\_\_

# Your Personalized Action Plan



## Week 4: Testing & Optimization

---

### **Progress check activities:**

- Re-run overall AI readiness assessment
- Test ChatGPT for mentions of your company
- Ask prospects how they found you
- Plan next month's content based on results

# 30-Day Success Metrics



## Baseline (Today's Results)

AI Readiness Score: \_\_\_ /10

Technical Foundation Score \_\_\_ /10

Content Helpfulness Score: \_\_\_ /10

AI Mentions Target:  Yes  No

## 30-Day Targets

AI Readiness Score Target \_\_\_ /10

Technical Foundation Target: \_\_\_ /10

Content Helpfulness Target: \_\_\_ /10

AI Mentions Target:  Yes  No

New Helpful Content Pieces: \_\_

## Success Indicators to Track

- Measure conversion rates and optimize
- AI systems can access your website
- At least one genuinely helpful content piece published
- Team expertise clearly displayed
- Prospects mention "researching you online"
- Higher quality leads who understand your services

# Monthly Review Template



Date: \_\_\_\_\_

## Progress Assessment

---

### Re-run this prompt in ChatGPT monthly:

*"Please score my Business's AI search readiness on a scale of 1-10 and compare it to **[PREVIOUS MONTH'S SCORE]**. My website is **[YOUR WEBSITE URL]**. What improvements do you see and what should I focus on next?"*

**Current AI Readiness Score:** \_\_\_\_\_/10 (Previous: \_\_/10)

### Improvement areas noted:

Important questions I'm not answering:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Next month's priorities:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Resource Links & Contact Information



## Quick Reference - Key Assessment Prompts:

1. *Overall Readiness: "Please score my Business's AI search readiness..."*
2. *Crawler Check: "Check if my website allows AI crawlers..."*
3. *Trust Assessment: "Evaluate my website's basic AI readiness..."*
4. *Content Gaps: "Analyze whether my content answers real questions..."*
5. *Competitive Analysis: "Compare my website content to my competitors'..."*

## Competitive Content Analysis:

Questions or support needed:

Implementation partner: \_\_\_\_\_

Next review date: \_\_\_\_\_

# My Commitment



**I commit to completing these specific actions from today's assessment:**

This week (by \_\_\_\_\_):

This month (by \_\_\_\_\_):

**Signature:**

**Date:**

**Remember:** Consistency beats perfection. One helpful article is better than ten generic ones. Focus on being genuinely useful and AI will recommend you.