

01 Checklist

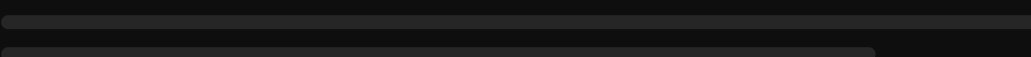
02 Webflow

03 AI search

Is your Webflow site ready for AI search?

ChatGPT · Perplexity · Claude · Gemini

Which Webflow studio fits a B2B company in the Netherlands?



webflow.com

your-site.com

Cited

The Webflow AI search readiness checklist. Fifteen checks to get found and cited by AI assistants, on any Webflow plan.



By Nick Bazuin and Robin Busch

digitalmakers.nl

More buyers ask AI before they ever see a search result.

If your site is hard to reach or hard to read, you're left out of the answer. This list shows what to fix, on any Webflow plan.

Webflow AEO

Enterprise only

Webflow's own AI search tools, launched May 2026.

This checklist

Any plan

The same foundations, done by hand, in under an hour.

The good news

"There are no additional requirements to appear in AI Overviews or AI Mode, nor other special optimizations necessary."

Google Search Central, December 2025

Fifteen checks in four parts

01	Reach	Checks 1 to 4
02	Understand	Checks 5 to 10
03	Recommend	Checks 11 to 13
04	Measure	Checks 14 and 15

How strong is the evidence?

Strong

Confirmed or measured

Reasonable

Research shows a link, not a cause

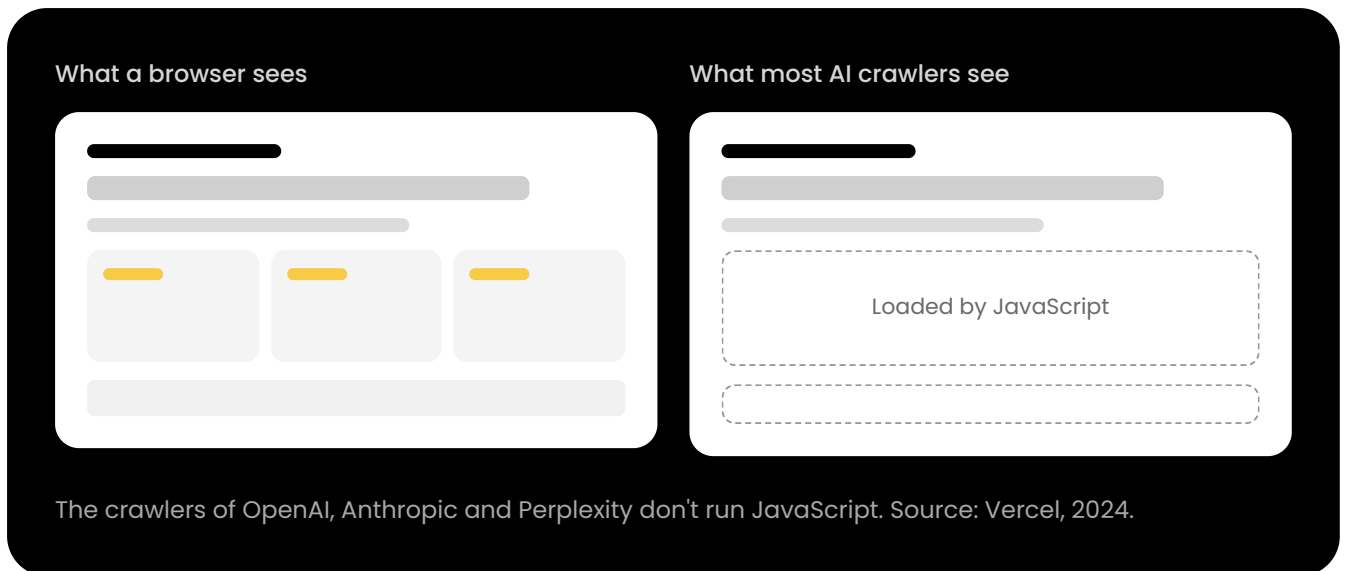
Weak

One analysis

How to use it

Tick a box when a check is done. Want to know where you stand first? Score your site online in two minutes at digitalmakers.nl/guides/ai-search-checklist.

Can AI reach your site?



01 AI search crawlers are not blocked

Your robots.txt allows OAI-SearchBot, PerplexityBot, ClaudeBot and Googlebot. Blocking GPTBot only stops training, not search.

Strong

Site settings, SEO, robots.txt. Check any firewall too.



Done

Reach, continued

- 02

Your key content is in the HTML

Text that only appears after a script runs is invisible to most AI crawlers.

Strong Native pages and CMS lists are fine. Check load or filter scripts and widgets for reviews or FAQs.

☐
Done
-
- 03

You're indexed in Google and Bing

Copilot runs on Bing's index, Google's AI features on Google's.

Strong Turn on the sitemap in Site settings, SEO. Submit it in Search Console and Bing Webmaster Tools.

☐
Done
-
- 04

Brave knows your site

Claude searches the web through Brave.

Reasonable Search your brand and key pages on search.brave.com.

☐
Done
-

Can AI understand who you are?

-
- 05 Every page has its own title and meta ☐ Done
- CMS pages included, filled from fields instead of one generic line.
- Strong** Page settings, and the SEO settings of each CMS template.
-
- 06 One page says plainly who you are ☐ Done
- Name, what you do, for whom, where, and who runs it. In the same words everywhere.
- Reasonable** Your About page, with the key line in the footer.
-
- 07 Pages answer the question first ☐ Done
- The first paragraph says what the page is about in two or three sentences.
- Weak** Start with your service pages.
-

Understand, continued

- 08

Your pages contain facts worth quoting

Prices, numbers, named clients and sources. One 2023 study found up to 40% more visibility.

Reasonable Your copy and case studies.

☐
Done
- 09

Articles show an author and a date

A real person with a role, and a date that changes when the content does.

Reasonable An Authors collection and a date field on the template.

☐
Done
- 10

Structured data on your main templates

Organization, Article and BreadcrumbList. Helpful, not required by Google.

Reasonable Custom code with CMS fields, as below.

☐
Done

```
{  
  "@type": "Article",  
  "headline": Name,  
  "author": Author,  
  "dateModified": Updated on  
}
```

Article template, custom code. Yellow fields are filled from the CMS for every page.

Will AI recommend you?

-
- 11

You're mentioned outside your own site

Brand mentions correlate strongly with AI visibility (Ahrefs, 75,000 brands).

Reasonable

Industry media, LinkedIn, the Webflow Partner directory, Made in Webflow.

☐
Done
-
- 12

You're on the "best of" lists in your field

Lists of top providers are a common source for AI recommendations.

Reasonable

Ask to be included, with a real reason.

☐
Done
-
- 13

Real reviews where buyers look

Plausible for AI, not yet proven. Only ask real clients.

Reasonable

Google Business Profile, Clutch or your industry's platform.

☐
Done
-

Can you see it working?

- 14 **AI traffic has its own channel** ☐ Done
- Visits from chatgpt.com, perplexity.ai, Copilot and Gemini, kept apart from other referrals.

Strong A channel group in GA4 or your analytics tool.

- 15 **You test your buyers' questions** ☐ Done
- Once a month, in four assistants. Note if you're named and which source is cited.

Strong Use the grid below.

Monthly test

Fill in a dot when you're named

Your buyer's question	ChatGPT	Perplexity	Claude	Google AI
	☐	☐	☐	☐
	☐	☐	☐	☐
	☐	☐	☐	☐

What you can safely skip

Hype

lms.txt as a ranking lever

Google doesn't use it. Fine to upload, expect nothing.

Hype

Special AI schema or AI text files

Google says none are needed.

Hype

New dates on old pages

A fresh date without fresh content isn't freshness.

Where to start

This week

Checks 1 to 3

If AI can't reach your site,
nothing else counts.

This month

Checks 5, 8 and 14

Clear pages, quotable
facts, and a way to see
results.

Ongoing

Checks 11 and 15

Earn mentions and test
your buyers' questions
monthly.



Want us to check it for you?

We run the fifteen checks on your Webflow site and test ten buyer questions in four AI assistants. You get a short report with what to fix first.

Book a discovery call

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