

WORKSHEET

HOW TO ENSURE AI UNDERSTANDS YOUR WEBSITE

A worksheet designed to prepare your business for AI driven search and discovery.

This is a completed example of the worksheet, using Lightbox Agency's information to demonstrate how to prepare your own business for AI-driven search and discovery.

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WHAT YOU NEED TO KNOW

MOST WEBSITES WERE NOT BUILT FOR AI

They were built around pages, keywords, or internal assumptions, which leaves critical gaps in the information answer engines need to confidently surface and recommend a business.

When prospects use AI-powered ask engines, they are not browsing. They are looking for clear answers to specific questions. If your website does not explicitly provide those answers, you are invisible in that moment, even if your offering is strong.

This worksheet exists to help you see where those gaps are and what your website needs to explain more clearly.

HOW TO USE THE WORKSHEET

- Complete this worksheet in one focused session **for each of your products or services**.
- If you offer multiple services, solutions or verticals, complete the worksheet separately for each one. Buyers and answer engines evaluate offerings individually, not as a bundled whole.
- Use the worksheet as a test against your current website. Anything uncovered here that does not exist on your site is a gap worth addressing.
- Every meaningful element should ultimately have a clear place on your website, whether as a page, supporting content, internal connection or decision pathway.
- If something feels difficult to place, that friction is the insight the worksheet is designed to reveal.

WHAT YOU WILL GET

By the end of the worksheet, you will have:

- A clear map of your product and service ecosystem
- Visibility into content gaps your website is not currently covering
- A practical foundation for expanding your website in a meaningful way

This worksheet does not tell you what to write.

It shows what your website must be able to explain so buyers and answer engines can trust it.



PRODUCT DEFINITION

This section defines what the product is, who it is for, and what outcome it creates. It becomes the core reference point AI systems use to understand everything else.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

Product name:

Growth-Driven Website Program

What it is:

A strategic website design and optimisation program that evolves over time based on user behaviour, data, and business goals.

Who it is for:

Mid-sized B2B organisations that rely on their website to generate qualified leads and support sales.

Primary outcome it creates:

A website that consistently attracts, engages, and converts the right buyers.

Secondary outcomes:

- Improved lead quality
- Clearer buyer journeys
- Better performance in AI-powered search and discovery

One sentence definition:

A data-led website program that improves performance over time by aligning design, content, and buyer intent.

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PRODUCT DEFINITION

Why this section important

AI systems need a single, stable definition to anchor all interpretation. Without it, your product appears fragmented or unclear.

Tip: If you removed your brand name, would the definition still make sense?

Outcome this section provides

- Clear product identity
- Faster buyer understanding
- Strong foundation for AI interpretation

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PRODUCT CLARITY

This section explains why the product exists by clearly defining the problems it solves.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

What major problem does this product solve?

Businesses invest in websites that look good but do not generate consistent, qualified leads.

List the top problems, pains or inefficiencies:

1. Websites are built once and then ignored
2. Traffic does not convert into enquiries
3. Content does not reflect how buyers actually decide

Why these problems matter to the buyer:

These issues result in wasted marketing spend, poor lead quality, and stalled growth.

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PRODUCT CLARITY

Why this section important

AI surfaces solutions in response to problem-based queries. Clear problems increase visibility.

Tip: Describe the problem as the buyer would say it, not how you would pitch it.

Outcome this section provides

- Strong relevance signals
- Better problem-solution matching
- Increased AI visibility

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PERSONA JOURNEYS

This section explains how different buyers think, evaluate, and decide.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

Persona Name: Marketing Manager Mary

Role: Marketing Manager in a B2B organisation

Key motivation: Prove marketing impact on revenue

Main frustrations:

- Low-quality leads
- Unclear website performance
- Pressure from leadership to show ROI

Primary objections: Fear of spending on another website that does not perform

Decision triggers:

- Declining lead quality
- Upcoming rebrand or growth phase

Proof required to feel confident:

- Case studies
- Clear process
- Measured outcomes

Persona Narrative Summary:

Mary is practical and outcome-focused. She researches thoroughly, looks for proof, and prefers partners who explain strategy clearly rather than selling features.

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PERSONA JOURNEYS

Why this section important

AI matches responses to persona-level intent, not just keywords.

Tip: If the persona could be anyone, it is too broad.

Outcome this section provides

- Clear buyer journey mapping
- Better content alignment
- Stronger trust signals

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PRODUCT ECOSYSTEM STRUCTURE

This section maps how supporting content reinforces the product.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

Central definition of the product:

A website program designed to improve performance over time using data and buyer insights.

How this product connects to:

Problem Content:

Blogs about poor lead quality and underperforming websites

Comparison Content:

Pages comparing Growth-Driven Design vs traditional websites

Proof Content:

Case studies showing lead improvement over time

Help / Implementation Content:

Onboarding guides and optimisation roadmaps

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PRODUCT ECOSYSTEM STRUCTURE

Why this section important

AI looks for clusters of meaning, not isolated pages.

Tip: Every content piece should clearly point back to the product.

Outcome this section provides

- Strong semantic clarity
- Better AI understanding
- Clear content structure

COMPARISON CONTEXT

This section explains how buyers compare options.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

What alternatives do buyers consider?

- Traditional fixed-scope website projects
- DIY website builders

Why buyers choose you over alternatives:

- Ongoing optimisation
- Strategy-led approach
- Measured outcomes

Where your product is strongest:

Long-term performance improvement

Where it is not a fit:

Businesses wanting a quick, one-off website

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COMPARISON CONTEXT

Why this section important

If you do not define comparisons, AI will infer them.

Tip: Clarity builds trust more than overclaiming.

Outcome this section provides

- Clear differentiation
- Reduced misalignment
- Higher credibility

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PROOF CONTENT

This section provides evidence and validation.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

Case study or success story:

B2B services firm website overhaul

Measured quantitative outcomes:

- 40% increase in qualified enquiries
- 25% increase in time on site

Timeline of results:

Results achieved over 6 months

Evidence of credibility:

- Client testimonials
- Named case studies
- Industry partnerships

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PROOF CONTENT

Why this section important

AI prioritises verifiable claims.

Tip: Numbers outperform adjectives.

Outcome this section provides

- Increased trust
- Stronger AI weighting
- Buyer confidence

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HELP CONTENT

This section explains what happens after the decision.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

Implementation steps or onboarding process:

- Discovery workshop
- Website optimisation roadmap
- Monthly improvement cycles

What customers should expect:

- Regular updates
- Clear reporting
- Ongoing recommendations

Resources they will need:

- Access to analytics
- Stakeholder input

Support available:

- Dedicated account manager
- Ongoing optimisation support

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HELP CONTENT

Why this section important

AI favours solutions that feel achievable.

Tip: Reduce uncertainty at every step.

Outcome this section provides

- Lower friction
- Increased confidence
- Higher recommendation likelihood

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INTERNAL LINKING PLAN

This section defines how meaning flows across your website.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

Which pages point into the product page?

- Service overview
- Problem-based blog posts

How problem content links to product:

Contextual CTAs

How proof content reinforces product:

Case study links

How comparison content positions product:

Comparison tables and explainer pages

Other key links that clarify meaning:

- About page
- Methodology pages

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INTERNAL LINKING PLAN

Why this section important

Internal links signal importance and relevance to AI.

Tip: Link for meaning, not just navigation.

Outcome this section provides

- Clear hierarchy
- Better AI interpretation
- Stronger discoverability

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READINESS CHECK

This section defines how meaning flows across your website.

SAMPLE ANSWERS (LIGHTBOX AGENCY)

Is the product definition clear?

Yes No

Are persona journeys mapped?

Yes No

Are all five content categories complete?

Yes No

Is terminology consistent across the ecosystem?

Yes No

Is internal linking logical and strategic?

Yes No

Does the page structure reflect how AI interprets content?

Yes No

Would an unfamiliar person understand this product in under 30 seconds?

Yes No

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AEO

READINESS CHECK

Why this section important

AI confidence depends on consistency.

Tip: If the final answer is “No”, revisit earlier sections.

Outcome this section provides

- Confidence before publishing
- Reduced ambiguity
- Strong AI-readiness

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YOUR AEO PRODUCT ECOSYSTEM IS NOW DEFINED

When completed fully, this worksheet becomes:

- A blueprint for AEO-ready website structure
- A guide for content creation and optimisation
- A confidence signal for AI systems evaluating your brand

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