

AI Search Readiness Audit

Professional services buyers are increasingly using AI-powered search to short-list firms.

AI can summarise answers, recommend providers, and pull snippets from websites, profiles, and third-party sources. If your firm's expertise is not clearly understood by AI systems, you risk being overlooked, misrepresented, or out-ranked by firms with stronger digital signals.

This audit identifies what AI platforms see, cite, and ignore and answers one question:

When AI-driven search evaluates your firm, does it recognise clear expertise and credibility in the areas you want to win work?

What we assess	<ul style="list-style-type: none"> ● How AI interprets your services, industries, and differentiators ● Whether your key pages are structured to be summarised and cited ● Content gaps that prevent AI from recommending or referencing you ● Technical fundamentals that help AI engines read and trust your site (speed, mobile, structured data)
What you receive	<ul style="list-style-type: none"> ● A concise written audit highlighting strengths, risks, and missed opportunities ● Clear commentary on what AI is likely to cite, and what it is likely to ignore ● Practical actions to improve AI visibility and accuracy ● A 60-minute call to discuss implications and next steps
Who this is for	<p>This audit is suited to professional services firms that:</p> <ul style="list-style-type: none"> ● Want to stay visible as AI-driven search becomes a default behaviour ● Publish expertise but are unsure whether it is being cited
Next steps	<i>Want to understand what AI search is currently seeing when it looks at your firm?</i>
<u>Click here</u>	Book a short discovery call to confirm fit and determine whether the AI Search Readiness Audit would be valuable.

