

Your **CLEAR** AI Discovery Readiness Checklist

STEP	QUESTION TO ANSWER	EVIDENCE TO LOOK FOR	ACTION
CHOOSE	Who matters, and what are they trying to solve?	☐ Search + AI questions ☐ Social + community conversations ☐ Reviews + creator signals ☐ Audience + business data	☐ Prioritize the audience, decision, and conversations where your brand has a credible reason to matter.
LOCATE	Where are we showing up today, and where are the gaps?	☐ AI visibility ☐ Search presence ☐ Citations + sources ☐ Reviews ☐ Social + community presence ☐ Media signals	☐ Establish a baseline and identify the gaps that matter most to the audience you chose.
ESTABLISH PROOF	What does our brand need to prove to be credible?	☐ Useful content ☐ Expertise ☐ Supported claims ☐ Reviews ☐ Creators + communities ☐ Third-party sources	☐ Close proof gaps with useful answers and credible reinforcement beyond your own site.
ACTIVATE	Where and how should we reinforce the story?	☐ Audience behavior ☐ Channel role ☐ Message response ☐ Content experience ☐ Destination experience	☐ Give each channel a clear role around the same audience decision, then test and amplify what works.
READ + REFINE	What signals are changing, and what are they telling us?	☐ AI visibility + citations ☐ Audience response ☐ Branded demand ☐ Traffic quality ☐ Conversions ☐ Business outcomes	☐ Use the signals together to refine what you choose, prove, and activate next.