

# The CEO's AI-Ready Action Checklist

AI isn't just changing marketing — it's changing how customers find and believe in brands. Use this checklist to benchmark your company's readiness across 10 essential areas.

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| Step                     | Focus                        | Ask yourself/ Actions                                                                                                                                                                                                       |
|--------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. GEO Readiness         | Technical foundation         | <ul style="list-style-type: none"><li><input type="checkbox"/> Have we audited structured data, schema and accessibility?</li><li><input type="checkbox"/> Are we using an AI GEO specialist, not just SEO tools?</li></ul> |
| 2. Brand Authority       | Reputation & content signals | <ul style="list-style-type: none"><li><input type="checkbox"/> Do we publish consistent, credible thought leadership?</li><li><input type="checkbox"/> Are we gaining citations and reviews?</li></ul>                      |
| 3. Brand Definition      | Purpose & positioning        | <ul style="list-style-type: none"><li><input type="checkbox"/> Can everyone articulate our brand's why, who, what clearly?</li></ul>                                                                                        |
| 4. Evergreen Position    | Distinctive proposition      | <ul style="list-style-type: none"><li><input type="checkbox"/> Are we solving unmet needs our competitors ignore?</li></ul>                                                                                                 |
| 5. Audience Clarity      | ICP development              | <ul style="list-style-type: none"><li><input type="checkbox"/> Have we mapped audience psychographics, not just demographics?</li></ul>                                                                                     |
| 6. Message Matrix        | Consistent tone & hierarchy  | <ul style="list-style-type: none"><li><input type="checkbox"/> Does every team use the same brand voice and key messages?</li></ul>                                                                                         |
| 7. Brand Narrative       | Truth & reputation control   | <ul style="list-style-type: none"><li><input type="checkbox"/> Have we checked how AI currently describes our brand?</li><li><input type="checkbox"/> Are we correcting misinformation through content and PR?</li></ul>    |
| 8. Funnel Alignment      | Awareness → Trust → Action   | <ul style="list-style-type: none"><li><input type="checkbox"/> Are messages tailored to each stage of the buyer journey?</li></ul>                                                                                          |
| 9. PR & Content Pillars  | Ongoing visibility           | <ul style="list-style-type: none"><li><input type="checkbox"/> Do we have 3–5 content pillars?</li><li><input type="checkbox"/> Are we measuring message mentions over column inches?</li></ul>                             |
| 10. Leadership & Culture | Strategic ownership          | <ul style="list-style-type: none"><li><input type="checkbox"/> Who owns AI readiness?</li><li><input type="checkbox"/> Are we leading it from the top, not delegating it down?</li></ul>                                    |