

Can AI Understand Your Brand?

Your website has two important layers:



The interaction layer is the experience people see and use. It includes the design, imagery, animation and interactive features.

The information layer is the content and structure that explain what your business is. It includes page titles, headings, written information, links and machine-readable information contained in the page.

Great design helps people enjoy using your website. A clear information layer helps both people and AI systems quickly understand your business.

This exercise will help you identify:

1. what an AI system believes your business does;
2. which important facts are clear, unclear or missing;
3. whether your pages organise those facts in a useful way; and
4. the changes that would make your business easier to understand.

This is a clarity assessment. It does not assess search rankings or whether particular AI crawlers are allowed to access your website.

What you need for this assessment

1. Your website address.
2. An AI product that can visit websites, such as a web-enabled version of ChatGPT, Claude or another AI assistant.
3. Approximately 10–15 minutes.

Start a new conversation so that previous chat history does not influence the assessment.

Step 1 — Before running a prompt - write down what the website should communicate

Complete this section before running the prompt. Do not give these answers to the AI. You will compare them with its findings afterwards.

In one sentence, what does your business do?

Who is it for?

Where do you operate?

What are the three most important things a customer should know?

1.

2.

3.

What makes your business meaningfully different?

Step 2 — Ask AI to assess the website

Replace the website address in the prompt below. Then copy the entire prompt into your chosen AI product.

Review this website as if you are encountering the business for the first time:

Website: **[PASTE WEBSITE ADDRESS]**

Use only information from the business's own website. Do not fill gaps using assumptions, general knowledge, social media, directories, reviews or information from other websites.

Review the homepage and the pages a customer would reasonably use to understand the business. These may include the About page, main experience or service pages, pricing or booking pages, frequently asked questions and practical visitor information.

First, explain in no more than two sentences:

- what you believe this business is;
- what it offers;
- who it is for; and
- where it operates.

Then give your confidence in that interpretation as High, Medium or Low and briefly explain why.

ASSESS THE CLARITY OF THE INFORMATION

Assess how clearly the website communicates each of the following:

- what the business offers;
- who it is for;
- where it operates or provides its services;
- prices or useful price ranges;
- restrictions, requirements or suitability information;
- opening hours, seasonality or availability;
- the duration of its experiences or services;
- what makes it different from alternatives;
- why someone would choose it; and
- how a customer can book or enquire.

For each item, use one of these ratings:

- CLEAR — directly and plainly stated;
- IMPLIED — it can be worked out, but is not stated clearly;
- HARD TO FIND — it is present, but not where a customer would reasonably expect it;
- MISSING — it could not be found; or
- NOT APPLICABLE — it is genuinely irrelevant to this business.

ASSESS THE CONTENT STRUCTURE

Review whether the pages make their meaning easy to understand:

- Are page titles clear and descriptive?
- Does each page have an obvious main heading that explains its subject?
- Does the opening text quickly explain the offer?
- Are headings specific and arranged in a logical order?
- Do navigation labels make important information easy to find?
- Are essential facts written as ordinary page text rather than appearing only inside images, videos, pop-ups or interactive features?
- Can essential facts be found without first clicking a button or opening a widget?
- Is the core description of the business consistent across different pages?
- Is the next step, such as booking or enquiring, obvious?

If your tools allow you to inspect the underlying page information, also check:

- whether essential facts are included in the page information available when the page first loads, rather than added only after interaction; and
- whether any machine-readable information, such as JSON-LD, accurately reinforces what the visible page says.

If you cannot inspect either of those two items, mark it NOT CHECKED. Do not guess.

WRITE THE RESULT FOR A NON-TECHNICAL BUSINESS OWNER

Use this exact structure:

1. FIRST IMPRESSION

Give your two-sentence description of the business, followed by your confidence level and reason.

2. INFORMATION CLARITY

Create a table with these columns:

Information | Rating | What the website communicates | Where it appears | What would make it clearer

3. CONTENT STRUCTURE

Create a table with these columns:

Structure check | Good, Needs work, Missing or Not checked | What you found | Recommended improvement

4. WHERE YOU HAD TO GUESS

List the three most important things you had to infer, could not find or could easily have misunderstood.

5. FIVE PRIORITY IMPROVEMENTS

Recommend the five highest-impact changes in priority order. Make every recommendation specific by naming the page, heading or message that should change. Where useful, provide an example of clearer wording.

List the website pages you reviewed at the end of the assessment.

Step 3 — Compare the result with your intended message

Compare the AI's first impression with what you wrote in Step 1.

Did the AI correctly understand what your business does?

- ☐ Yes
- ☐ Partly
- ☐ No

Did it correctly identify who the business is for?

- ☐ Yes
- ☐ Partly
- ☐ No

Did it correctly identify where you operate?

- ☐ Yes
- ☐ Partly
- ☐ No

What was the most important misunderstanding or missing fact?

Which important detail was hardest to find?

Did the assessment identify any important information that was available only after an interaction?

- ☐ Yes
- ☐ No
- ☐ Not checked

If yes, what was it?

Step 4 — Choose your three priority improvements

Do not try to fix everything at once. Choose the three changes that would most improve a customer's and an AI system's understanding of the business.

Priority 1

Page: _____

What needs to become clearer:

Change to make: _____

Priority 2

Page: _____

What needs to become clearer:

Change to make: _____

Priority 3

Page: _____

What needs to become clearer:

Change to make: _____

Reading your result

- **Clear** means the website states the fact directly and puts it where people and machines can reasonably find it.
- **Implied** means the AI had to assemble the answer from clues. Consider stating it directly.
- **Hard to find** means the information exists but its position, page structure or navigation makes it difficult to discover.
- **Missing** means the website does not provide an important fact. Add it if customers genuinely need it.
- **Not checked** means the AI product could not inspect that part of the website. It is not a pass or a failure.

The goal is not to make every page longer. It is to make the essential meaning explicit, consistent and easy to find.

A strong information layer answers the customer's important questions without making either the customer or the machine guess.