THE FOUND AUDIT · CONTENT CHECKLIST

Create to be found. 26 ideas AI can find, quote and recommend.

AI can only repeat what it can read. Tick off what you already do, then pick three to start this month. ★ = from the keynote.

1 On your website answers AI can quote

- ☐ **Add FAQs to your website ★**
  the questions you answer every day on WhatsApp
- ☐ **Answer the question in the first sentence ★**
  to be quoted in AI
- ☐ **Publish prices, sizes and packages**
  "BBQ for 20 people: from SRD …"
- ☐ **Say what you do, where and for whom**
  one sentence at the top of every page
- ☐ **List the areas you serve**
  Paramaribo, Wanica, Commewijne, by neighborhood
- ☐ **Write a "how to choose" guide**
  "How much BBQ do I need for 20 people?"
- ☐ **Make a comparison page**
  "Pickup or delivery?" "Buffet or plated?"
- ☐ **Keep key pages in Dutch and English**
  Dutch finds more local businesses

2 Original and expert content

- ☐ **Original research ★**
  something only you know
- ☐ **Own 3 topics ★**
  repeat them every week
- ☐ **Share your own numbers**
  "Our most-ordered cake for Keti Koti"
- ☐ **Let real people show their expertise**
  name, face, job title
- ☐ **Show how you work**
  behind the scenes = proof of expertise

3 Social media that AI reads

- ☐ **Use one clear bio, word for word, everywhere**
  same name, address, hours
- ☐ **Pin a "how to order" post**
  prices, delivery, WhatsApp link
- ☐ **Write captions that say what, where and how**
  not just emojis
- ☐ **Add a transcript to every video ★**
  AI reads text, not video
- ☐ **Post on LinkedIn as the owner**
  LinkedIn is a top-5 AI source
- ☐ **Answer questions in public**
  Facebook groups, comments, Reddit

4 Proof: other people talking about you

- ☐ **PR: get others talking about you ★**
  reviews, podcasts, local news
- ☐ **Ask for reviews that name the product and the place**
  "best brisket in Paramaribo"
- ☐ **Share customer messages**
  with permission, like Big Tex does
- ☐ **Get listed on partner and directory sites**
  suppliers, venues, bestel.sr
- ☐ **Pitch a local story with your own data**
  radio, news, podcasts

5 Keep it consistent and current

- ☐ **Complete your Google Business Profile**
  it should match your bio
- ☐ **Repurpose content everywhere ★**
  publishing ≠ finished work
- ☐ **Check AI once a month**
  5 customer questions, in a fresh private chat