

Quick Diagnostic: Is Your Content Ready for Zero-Click?

Tick all that apply:

- ☐ Our content is structured for AI readability (schema, clear hierarchies).
- ☐ We lead with answers, then add context.
- ☐ We've built topic clusters, not just isolated articles.
- ☐ We actively grow owned channels (email, CRM, social).
- ☐ We review and adapt our content quarterly for AI-driven search.

Score yourself:

4 - 5 ticks:	2 - 3 ticks:	0 - 1 tick:
You're AI-ready!	You're on the way - prioritise structural and distribution changes.	You're at risk of disappearing from AI-driven search results.

Take the Next Step

AI-driven search isn't a threat if you're ready for it.



Book a 30-minute strategy session with Integral and get a personalised audit of your content visibility.

www.integral.com.au