Can AI Read Your Nonprofit Website? Worksheet

Site address: _____ **Date:** _____

Checked by: _____ **Approved by:** _____

Our choice on AI training (Chapter 1): ☐ Open to all ☐ Found, not trained ☐ Closed

Reach (Chapter 2)

- ☐ robots.txt has no `Disallow: /` under `User-agent: *`
- ☐ robots.txt does not block OAI-SearchBot, Claude-SearchBot, PerplexityBot, Googlebot, Bingbot or Applebot, or the user-triggered agents (ChatGPT-User, Claude-User, Perplexity-User)
- ☐ robots.txt matches our training choice above (Google-Extended blocked only if we accept losing grounded Gemini app answers)
- ☐ Google Search Console, Settings, Search generative AI: set to include (or: we don't use Search Console)
- ☐ robots.txt loads, or shows "not found," and isn't a server error
- ☐ Cloudflare AI Crawler and Agent access policies checked, and robots.txt reloaded to confirm (or: we don't use Cloudflare)
- ☐ Cloudflare AI Crawl Control Crawlers tab: nothing we want is blocked
- ☐ Security plugin or firewall checked for bot blocking
- ☐ No site password, "coming soon," or "discourage search engines" left on

Readable (Chapter 3)

- ☐ Mission sentence found in View Source on the homepage
- ☐ Donate page text found in View Source
- ☐ Volunteer page text found in View Source
- ☐ Program names found in View Source
- ☐ Contact details found in View Source
- ☐ No key facts only in images, PDFs, sliders or click-to-load tabs

Answers (Chapter 4)

- ☐ What we do, in one or two clear sentences
- ☐ Who we serve and where
- ☐ Each program named and described
- ☐ How to donate (online, check with address, other ways)
- ☐ How to volunteer
- ☐ How to get help (if we provide services)
- ☐ Contact: phone, email, address, hours
- ☐ Legal name and EIN (or local registration number) on the site
- ☐ Executive director and board chair named

Structured data (Chapter 5)

- ☐ Organization data present and correct (Rich Results Test or Schema Validator)
- ☐ Events marked up, if we post in-person events

Elsewhere (Chapter 6)

- ☐ Google Business Profile matches (or: we don't qualify)
- ☐ Candid profile claimed and current
- ☐ Social bios match
- ☐ Wikipedia: errors raised on the Talk page with our affiliation disclosed, not edited directly (or: no article)

Skipped on purpose (Chapter 7)

- ☐ We are not paying for llms.txt, AI SEO retainers or AI plugins without a clear reason

Test (Chapter 8)

- ☐ Ten prompts run in ChatGPT, Claude and Perplexity (and Google AI Mode, if we like); results logged
- ☐ Bing Webmaster Tools AI Performance checked for Copilot citations (or: not set up yet)
- ☐ Facts in answers are correct, or we know which listing to fix
- ☐ Next test date: _____