

90-Day AI-SEO Roadmap Checklist

From invisible to indispensable in three phases

Buyers and engineers now ask AI tools such as ChatGPT, Gemini, and Perplexity which suppliers to consider, and they get two or three recommendations instead of 50 links. This roadmap helps manufacturing leaders become an AI-ready brand using a crawl, walk, run approach: start with in-house wins, then decide when to scale with a strategic partner.

1 Days 1 to 30: Digital Health Check and Identity Cleanup

Goal: make sure AI search engines know exactly who you are and that your business details are consistent everywhere.

- ☐ **Run the AI audit.** Ask ChatGPT, Perplexity, and Google Gemini the three litmus test questions below. Record whether you appear, what is said about you, and which competitors are named instead.

Litmus test questions:

"Who are the top manufacturers of [your specialty] in [your state]? And why?"

"What is [your company name] known for?"

"Compare [competitor name] with [your company name]."

- ☐ **Establish entity trust.** Make your company name, address, and phone number (NAP) identical across your website, Google Business Profile, LinkedIn, and association directories such as the Illinois Manufacturers' Association (IMA).
- ☐ **Identify your top 5 money pages.** Pinpoint the five service or product pages that drive the most high-value RFQs. These are your priority for Phase 2.
- ☐ **Update your About page.** Replace a vague marketing story with a technical profile: ISO certifications, materials, machinery and tolerances, and leadership credentials.

2 Days 31 to 60: Authority Building and Knowledge Extraction

Goal: provide the direct answers AI assistants cite and recommend.

- ☐ **Use answer-first writing.** Rewrite the opening of your top 5 pages so the first 50 words directly answer a buyer's biggest question. Example: "Our aerospace CNC milling holds tolerances of ± 0.0001 in."
- ☐ **Start an engineer interview cadence.** Spend 15 minutes a week interviewing a subject matter expert. Publish the transcript as a technical deep dive that offers insight AI cannot find on generic sites.
- ☐ **Apply machine-readable labels.** Add schema markup to your FAQs, products, and services so AI can read your data without guessing.
- ☐ **Run an employer brand health check.** Ask AI, "What is the work culture like at [your company]?" If the answer is outdated, refresh your LinkedIn and careers page with current employee testimonials.

3 Days 61 to 90: Measuring Growth and Scaling the Engine

Goal: track your new KPIs and decide whether your growth goals require a strategic partner.

- ☐ **Set up an AI dashboard.** Track share of voice: how often you are mentioned in AI answers compared with your top three competitors.
- ☐ **Monitor citation quality.** Check whether authoritative third-party sites, such as trade journals, associations, and news outlets, are cited as sources for your company's information.
- ☐ **Run the partner litmus test.** *The math of expertise:* compare the cost of a full-time SEO manager, content writer, and data analyst with a specialized agency. *The sales gap:* if your team is at capacity and you are still losing RFQs to less capable competitors, it is time for an external extension.
- ☐ **Measure sales velocity.** Check whether your sales cycle is shrinking. AI-ready brands often see a 20% to 30% reduction in close time because prospects arrive better educated.

Key Performance Indicators to Watch

KPI	What it tells you	How to check it
Share of voice	Your share of mentions in AI-generated answers for your industry and specialties.	Repeat your litmus questions monthly and log how often you appear versus your top three competitors.
Engagement quality	Whether visitors referred by AI tools are real, interested prospects.	In Google Analytics, track the engaged session rate (visits lasting more than 10 seconds) for AI referral traffic.
Brand sentiment	How AI describes your company, for example reliable and certified versus outdated.	Note the adjectives AI uses in its answers about you and fix the gaps on your website and profiles.
Sales velocity	Whether better-educated prospects are closing faster.	Compare average time from first inquiry to closed order, quarter over quarter.

Want to know what AI says about your company?

Ask StratMg for an AI visibility check. We have worked exclusively with U.S. manufacturers since 2013.

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