



Foster
Interactive

AI Readiness Checklist

Is your organization ready to use AI for website content?

A self-assessment from Foster Interactive

ai.fosterinteractive.com

Score each item No = 0 | Yes = 1

Check each box if your answer is Yes (score 1 point per check).

30 items. Maximum score: 30.

1. Brand Voice & Tone

Can AI sound like you?

<input type="checkbox"/>	Do you have a written brand voice guide that describes how your organization communicates?
<input type="checkbox"/>	Can three different people on your team describe your brand voice consistently?
<input type="checkbox"/>	Do you have documented tone rules that shift by audience, channel, or content type?
<input type="checkbox"/>	Is there a vocabulary list of preferred and avoided terms?
<input type="checkbox"/>	Could a new hire write a page that sounds like you without shadowing someone for weeks?

Section score: ____ / 5

2. Audience & Positioning

Does AI know who it is talking to?

<input type="checkbox"/>	Do you have documented audience personas with pain points and language patterns?
<input type="checkbox"/>	Is your competitive positioning written down, not just understood by leadership?
<input type="checkbox"/>	Do content creators know which persona each page targets before they start writing?
<input type="checkbox"/>	Are your key value propositions and proof points in a single accessible document?
<input type="checkbox"/>	Do you have approved customer quotes and case studies ready to reference?

Section score: ____ / 5

3. Content Standards & Governance

Can AI follow your rules?

<input type="checkbox"/>	Do you have a style guide covering grammar, formatting, and editorial conventions?
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<input type="checkbox"/>	Are there documented approval workflows for publishing content?
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<input type="checkbox"/>	Do you have documented accessibility standards that content must meet before going live?
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<input type="checkbox"/>	Do you have documented legal or compliance requirements that apply to your content?
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<input type="checkbox"/>	Is there a single person or team accountable for content quality?
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Section score: ____ / 5

4. Content Structure & Templates

Does AI know what to build?

<input type="checkbox"/>	Do your main page types (product pages, articles, landing pages) follow a consistent structure?
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<input type="checkbox"/>	Are those structures documented?
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<input type="checkbox"/>	Do you have a component or design system to assemble pages?
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<input type="checkbox"/>	Are there rules for which images, icons, or media go where?
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<input type="checkbox"/>	Can someone build a new page without asking a designer or developer for the layout?
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Section score: ____ / 5

5. Performance & Feedback

Can AI learn what works?

<input type="checkbox"/>	Do you track content performance metrics (conversion rates, engagement, time on page)?
<input type="checkbox"/>	Does performance data feed back into content decisions?
<input type="checkbox"/>	Do you know which pages are underperforming right now?
<input type="checkbox"/>	Have you ever revised a page based on analytics data?
<input type="checkbox"/>	Is there a process for regularly reviewing and updating published content?

Section score: ____ / 5

6. Organizational Readiness

Is your team ready?

<input type="checkbox"/>	Has leadership explicitly supported using AI for content?
<input type="checkbox"/>	Have you tried AI content tools before? If so, what happened?
<input type="checkbox"/>	Is there a clear owner for AI adoption on your website?
<input type="checkbox"/>	Would your team trust AI-drafted content enough to review and publish it?
<input type="checkbox"/>	Do you have budget and time allocated for AI implementation in the next 6 months?

Section score: ____ / 5

Your Score

Total: _____ / 30

24 - 30

Ready to build.

The foundations are in place. You need the tool, not the groundwork. Book a call and start building.

16 - 23

Close, but gaps exist.

A few weeks of focused work would get you there. The 4-week engagement fills these gaps.

8 - 15

Expertise exists but is not structured.

This is where most organizations land. Your knowledge is there but AI cannot access it yet.

0 - 7

Start with the diagnostic.

There is foundational work to do before AI makes sense. Book the free 30-minute assessment.

What happens next?

[Book a free 30-minute diagnostic.](#)

No pitch. Just an honest look at where you stand.

ai.fosterinteractive.com