

# THE AI VISIBILITY STRATEGY EXCAVATOR WORKSHEET

Strategic Planning Worksheet for AI  
Search Engine Optimisation for Local  
Websites

Build a Complete 90-Day AI Visibility  
Growth Plan That Removes Guesswork  
and Creates Measurable Results

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# The AI Visibility Strategy Excavator Worksheet

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# The AI Visibility Strategy Excavator Worksheet

## **What it does:**

A guided planning process for AI Search Engine Optimisation for local websites that helps uncover hidden opportunities, authority gaps and visibility blockers. It walks users through AI Search Engine Optimisation step by step to build a complete action plan.

## **Why it's powerful:**

Most AI Search Engine Optimisation efforts fail because business owners jump straight into tactics. This worksheet creates strategic clarity before any work begins.

## **What you get:**

A completed AI Search Engine Optimisation visibility blueprint with priorities, actions and success metrics.

## **HOW TO USE THIS WORKSHEET**

This worksheet walks you through the strategic planning process for AI Search Engine Optimisation for local websites.

### **What you'll need:**

- 45 to 60 minutes of uninterrupted time
- Access to your website
- Access to your Google Business Profile
- A list of competitors
- Honest answers

### **What you'll have when done:**

- A complete visibility strategy
- A prioritised action plan
- A measurable 90-day roadmap

### **Instructions:**

1. Complete every following section in order
2. Fill every blank
3. Use specific answers
4. Avoid general statements

## **SECTION 1: STRATEGIC FOUNDATION**

Define what success looks like before choosing tactics.

**1. The primary goal of my AI Search Engine Optimisation for local websites strategy is:**

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**2. Success looks like:**

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**3. Number of monthly enquiries I want to generate:**

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**4. My ideal customer is:**

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**5. The main services I want AI systems to recommend are:**

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---

**6. The geographic areas I want to dominate are:**

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---

**7. The biggest obstacle preventing visibility today is:**

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**8. If this strategy succeeds, my business will:**

## SECTION 2: CURRENT VISIBILITY ANALYSIS

Assess your current position honestly.

### What's working in my AI Search Engine Optimisation for local websites right now:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### What's not working:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Authority signals currently available:

- Customer reviews
- Case studies
- Expert articles
- Local citations
- Industry memberships
- Awards
- Media coverage

### Missing authority signals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Visibility opportunities not currently being used:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### SECTION 3: STRATEGIC CHOICE MATRIX

Rate each opportunity from 1 to 10.

#### OPTION A:

---

Feasibility: \_\_\_\_ / 10

Impact: \_\_\_\_ / 10

Speed: \_\_\_\_ / 10

Cost Effectiveness: \_\_\_\_ / 10

TOTAL: \_\_\_\_ / 40

#### OPTION B:

---

Feasibility: \_\_\_\_ / 10

Impact: \_\_\_\_ / 10

Speed: \_\_\_\_ / 10

Cost Effectiveness: \_\_\_\_ / 10

TOTAL: \_\_\_\_ / 40

#### OPTION C:

---

Feasibility: \_\_\_\_ / 10

Impact: \_\_\_\_ / 10

Speed: \_\_\_\_ / 10

Cost Effectiveness: \_\_\_\_ / 10

TOTAL: \_\_\_\_ / 40

**OPTION D:**

---

Feasibility: \_\_\_\_ / 10

Impact: \_\_\_\_ / 10

Speed: \_\_\_\_ / 10

Cost Effectiveness: \_\_\_\_ / 10

TOTAL: \_\_\_\_ / 40

**My strategic priority:**

---

**Why this is my best opportunity:**

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## SECTION 4: ACTION PLANNING

Convert decisions into action.

### IMMEDIATE ACTIONS

Next 7 Days

1.

---

Deadline: \_\_\_\_\_

Done:

2.

---

Deadline: \_\_\_\_\_

Done:

3.

---

Deadline: \_\_\_\_\_

Done:

### SHORT TERM ACTIONS

Next 30 Days

1.

---

2.

---

3.

---

### LONG TERM ACTIONS

Next 90 Days

1.

---

2.

---

3.

---

## SECTION 5: RESOURCE ALLOCATION

### TIME BUDGET

Daily commitment:

\_\_\_\_\_ minutes

Weekly commitment:

\_\_\_\_\_ hours

### CONTENT RESOURCES

**Articles per month:**

---

**Case studies per month:**

---

**Reviews requested per month:**

---

### FINANCIAL BUDGET

Tools:

£ \_\_\_\_\_

Training:

£ \_\_\_\_\_

Outsourcing:

£ \_\_\_\_\_

TOTAL:

£ \_\_\_\_\_

## **SKILLS TO DEVELOP**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## **PEOPLE TO INVOLVE**

1. \_\_\_\_\_
2. \_\_\_\_\_

## SECTION 6: SUCCESS METRICS

How progress will be measured.

### WEEKLY METRICS

- Website enquiries
- Search impressions
- Review growth
- Content published
- New citations created

### Additional weekly metric:

---

### MONTHLY METRICS

- Organic traffic
- AI recommendations observed
- Local rankings
- Authority content published
- Lead generation

### ADJUSTMENT TRIGGERS

If \_\_\_\_\_ happens,

I will \_\_\_\_\_

If \_\_\_\_\_ happens,

I will \_\_\_\_\_

If \_\_\_\_\_ happens,

I will \_\_\_\_\_

## **SECTION 7: COMMITMENT & ACCOUNTABILITY**

Final commitment:

**I commit to executing this AI Search Engine Optimisation for local websites strategy because:**

---

---

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**The cost of not taking action is:**

---

---

**My accountability partner is:**

---

**Review date:**

---

**Signature:**

---

**Date:**

## ONE PAGE SUMMARY

Transfer your final decisions here.

### MY AI SEARCH ENGINE OPTIMISATION FOR LOCAL WEBSITES STRATEGY

**Primary Goal:**

---

**Core Strategy:**

---

**Primary Opportunity:**

---

**Top Three Actions**

1.

---

2.

---

3.

---

**Success Metric:**

---

**Target Date:**

## **BONUS: COMMON PITFALLS CHECKLIST**

Avoid these AI Search Engine Optimisation for local websites mistakes.

- Verified I'm not relying only on Google rankings
- Verified I'm not ignoring customer reviews
- Verified I'm not publishing generic content
- Verified I'm not targeting every service equally
- Verified I'm not ignoring local authority signals
- Verified I'm not skipping competitor analysis
- Verified I'm not measuring vanity metrics
- Verified I'm not publishing without a content plan
- Verified I'm not using inconsistent business information
- Verified I'm not expecting instant results

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