

EXTRAORDINARY

THE WEBSITE OS

100 checkpoints. Seven systems.
AEO, GEO and beyond.

This is the audit we run before we build anything for a client. Score your own site against it. Fix the P0s first. Then earn the right to be found, understood, trusted and cited by humans and by AI.

Brand Engine · Media Engine · Growth Engine

HOW TO USE THIS

Audit before implementing. Score every checkpoint PASS, NEEDS IMPROVEMENT, MISSING, BROKEN or NOT APPLICABLE. Preserve what already works.

Never invent. No fabricated clients, testimonials, revenue, results, statistics, credentials or reviews. If a fact is missing, mark it TODO: HUMAN INPUT REQUIRED.

Priority order. P0 is anything broken, insecure or blocking conversion. P1 is clarity, trust and discoverability. P2 is polish. Ship in that order, not in checklist order.

The goal is not a more sophisticated website. The goal is a website that is clear, fast, useful, trustworthy, distinctive, accessible, secure, discoverable, citable and converting.

Do not confuse more website with better website. If a page cannot pass the So What test, the Information Gain test and the Grandmother test, improve it or delete it.

SYSTEM	CHECKPOINTS
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SYSTEM 1 — BRAND

Positioning, messaging, differentiation, voice, visual identity.

01 **Five-second clarity test**

A first-time visitor knows who you are, what you do, who it is for, why it matters, why you are different, and what to do next.

02 **Positioning sentence**

Company helps audience achieve outcome through a differentiated method. Used to sharpen strategy, not pasted on the homepage.

03 **Vague language removed**

Innovative solutions, cutting-edge, world-class, unlock your potential. Replaced with evidence, specifics, or a point of view.

04 **Differentiation**

Why this company, why this approach, why not a competitor, why not do nothing, why not build it internally.

05 **Brand voice**

Vocabulary, tone, humor, opinions, frameworks and stories preserved. The site sounds like you, not like a language model.

06 **Visual brand**

Logo variants, color system, type, imagery, icons, spacing. Consistent, not novel in every section.

07 **Premium test**

Does the experience match the price and the promise? Premium is clarity, restraint, craft and speed, not more gradients.

SYSTEM 2 — EXPERIENCE

UX, UI, mobile, accessibility, navigation, information architecture.

08 Information architecture

A hierarchy a stranger can navigate on the first try. Unnecessary complexity deleted.

09 Navigation

Desktop, mobile, footer, breadcrumbs. Labels use words visitors already use.

10 User journeys

For each audience: entry page, question, information needed, proof needed, next action.

11 Homepage narrative

The simplest persuasive story, in order. Not every section a competitor has.

12 Mobile first

Mobile is primary. Real tap targets, no horizontal scroll, nothing clipped.

13 Semantic HTML

Header, nav, main, section, footer, one honest H1, headings in order.

14 Accessibility

Contrast, focus states, labels, errors, alt text, captions, transcripts, dialogs, menus.

15 Keyboard test

Every interaction completable without a mouse, in a sane order.

16 Motion discipline

Reduced-motion respected. No scroll hijacking, no parallax for its own sake.

17 Design system

Tokens for color, type, spacing and components. One system, reused.

18 Error experience

404, 500, failed form, failed API, empty state, loading state, offline. All designed on purpose.

SYSTEM 3 — TRUST

Authority, evidence, people, legal, privacy, security, transparency.

19 Trust architecture

Legitimate evidence, placed where doubt happens, not stacked in one band.

20 About page

Who we are, why we exist, what we believe, how we work, who we work with.

21 People

Real names, real faces, real roles. Buyers hire humans.

22 Testimonials

Name, role, company, and a specific result or experience. Never invented.

23 Case studies

Situation, work, decision, outcome. Only what you can actually stand behind.

24 Privacy policy

What you collect, why, how long, who processes it, and how to get it deleted.

25 Terms

Plain terms that match what the site actually sells and does.

26 Cookies and tracking

Every tag inventoried and classified: necessary, functional, analytics, marketing.

27 Accessibility statement

Standard targeted, known gaps, and a way to report a barrier.

28 Footer trust

Contact, privacy, terms, accessibility, cookie preferences, copyright. No keyword stuffing.

29 Security

HTTPS everywhere, current dependencies, protected forms, no secrets in the client.

30 Security headers

Configured for the real app. Never pasted in a way that breaks the site.

SYSTEM 4 — DISCOVERABILITY

SEO, AEO, GEO, AI search, entities, structured data, content authority.

31 Crawl and render clearance

The words are present in the raw HTML response, on a URL the crawler is allowed to fetch, returned fast enough that it does not give up. If the copy only appears after JavaScript, assume the model never saw it.

32 Page metadata

Unique titles and descriptions written to match a real question, not a keyword. No Home, no Untitled, no duplicates across templates.

33 Open Graph and social

OG and Twitter tags with a self-referencing og:url, 1200 by 630 image, previews tested in a real debugger rather than assumed.

34 Favicon and manifest system

ICO, SVG, PNG variants, Apple Touch Icon, 192 and 512, a manifest that resolves at the path the HTML declares, theme color set.

35 XML sitemap accuracy

Only indexable canonical URLs, every public route present, nothing 404 or redirecting. A sitemap that lies is worse than no sitemap.

36 robots.txt

Intentional and minimal, consistent with your canonicals and sitemap. One stray Disallow slash can hide a whole business.

37 AI crawler rules

Retrieval agents allowed on purpose, training agents decided on purpose, and the decision written down so nobody reverses it by accident.

38 Structured data graph

One organization node with a stable identifier, referenced by every page, person, service and article. Validated, inherited by templates, and true.

39 Entity consistency, on and off site

Same company name, address, founders, category and links everywhere you appear. When sources disagree, the model hedges and names somebody else.

40 Question mapping

The sub-questions a model retrieves against before answering a buying question, listed and scored by commercial value. Nothing gets written before the map exists.

41 Answer-shaped writing

The direct answer in the first two sentences, then evidence, in self-contained passages that still make sense lifted out alone.

42 Content moat

Frameworks, original research, diagnostics, transcripts and datasets turned into canonical pages a model has no other way to source.

43 Topical authority

Depth over sprawl, with descriptive internal links that teach machines how your subjects relate. One subject owned completely before starting the next.

44 Machine-readable summary

A plain-language map of the business for AI agents, at a stable path, kept in sync with the site. Out of date is worse than absent.

45 Local and category answers

Consistent name, address and phone, local schema, a contact page that is easy to find, and a business profile that matches what you actually sell. No doorway pages.

46 Off-site authority

Media, podcasts, research, associations, partners and credible citations. No bought links.

SYSTEM 5 — CONVERSION

CTA architecture, journeys, forms, lead generation, funnels.

47 One primary conversion

Book, apply, subscribe, take the diagnostic, request a proposal. One winner per page.

48 CTA architecture

Primary and secondary actions ranked and repeated without shouting.

49 Page intent

Per page: visitor intent, primary question, primary message, required proof, primary CTA.

50 Forms

Fewest fields that still qualify. Real labels, inline errors, honest expectations.

51 Form pipeline

Submit, validate, store, notify, confirm, follow up. Tested end to end, not assumed.

52 Contact and booking flow

A visitor can quickly find a working form or direct contact option, choose a time, confirm it, receive a calendar event and reminders, and reach the CRM with no dead ends.

53 Conversion friction

Every unnecessary click, field, gate and hesitation removed.

54 Objections

Cost, timeline, fit, risk and effort answered on the page, not in a sales call.

55 The what-next test

On any page, at any scroll depth, the next action is obvious.

SYSTEM 6 — INFRASTRUCTURE

Code, performance, domains, reliability, security, integrations.

56 Core Web Vitals

LCP under 2.5s, INP under 200ms, CLS under 0.1. Field data on mobile, on a real connection, not a lab score on your laptop.

57 Payload and caching

Smaller payloads, fewer requests, compression on every text response, real cache headers, honest measurement after each release.

58 Images

Right size, modern format, lazy where safe, eager for the hero, dimensions set so nothing shifts, alt text always.

59 Fonts

Fewer families and weights, subset and preloaded, swap behaviour set so text never goes invisible.

60 Third-party script budget

Every tag inventoried with an owner and a reason. It justifies its weight or it leaves.

61 Domain and redirects

One canonical domain, HTTPS, www decided, redirects single-hop, no chains, no loops, no mixed signals with the canonical tag.

62 Environments

Preview and production separated, and preview kept out of the index, so experiments never ship or rank by accident.

63 Source control

Every change reversible. Never a major change without a recovery path you have actually used.

64 Backups

Content and data backed up, and restore tested. An untested backup is a rumour.

65 Dependencies

Current, audited, and boring. Known vulnerabilities patched on a schedule, not on discovery.

66 Form and bot security

Honeypots, rate limits, server-side validation, and no secrets in the client bundle.

67 Resilience

Site still usable when APIs, images, analytics or embeds fail. Degrade, do not disappear.

68 Release regression checks

Rendering, crawl access and schema re-checked after every deploy. This is how silent regressions get caught in days rather than quarters.

69 Browser and console QA

Real devices and browsers, no meaningful console errors, no failed requests that signal real breakage.

SYSTEM 7 — MEASUREMENT

Analytics, attribution, conversion tracking, search, AI referrals, outcomes.

70 **Analytics**

One trusted source of truth, privacy-respecting, events named on purpose.

71 **Funnel**

Visitor, engaged visitor, CTA, lead, conversation, client. Measured at every step.

72 **Attribution**

Source preserved from first touch through conversion.

73 **Organic search measurement**

Search Console and friends connected, with a process for reading them.

74 **AI traffic**

Referrals and citations from ChatGPT, Perplexity, Gemini and AI overviews tracked.

75 **Performance monitoring**

Field performance watched over time so new scripts cannot quietly rot it.

AEO AND BEYOND

The answer-engine layer most sites are still missing.

76 Answer-first writing

Lead with the answer, then the nuance. Models quote openings, not build-ups.

77 Citation-worthy content

Original data, numbers, and named ideas a model has no other way to source.

78 Define your concepts

Every proprietary term gets a clean, quotable definition on a canonical page.

79 Question architecture

Real questions from sales calls become real headings on real pages.

80 Content hub

A hub and spokes that interlink, so authority compounds instead of scattering.

81 Article template

Consistent structure: question, answer, evidence, example, next step.

82 Author authority

Named authors with credentials, linked entities, and a reason to be believed.

83 E-E-A-T and trust

Experience, expertise, authority and trust shown, not asserted.

84 Source quality

Primary sources cited and dated. No borrowed claims from content farms.

85 Internal linking

Descriptive links that teach machines how your subjects relate.

86 AI retrievability

Content readable without JavaScript gymnastics, in clean semantic markup.

87 Content chunking

Short self-contained passages that still make sense pulled out alone.

88 FAQ content

Answers people actually search, marked up once, on one authoritative page.

89 Comparison content

Honest versus and alternatives pages, including where you are the wrong fit.

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- 90 Case-study schema**
Outcomes structured so engines can lift the result and attribute it to you.
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- 91 Original research**
Publish something only you could publish. It becomes the citation everyone borrows.
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- 92 Podcast and video discoverability**
Podcast and video content is easy to find from the main site, with dedicated hubs, playable media, transcripts, descriptive titles, and valid PodcastEpisode or VideoObject markup.
-
- 93 Knowledge graph consistency**
Same name, same facts, same links across every platform you appear on.
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- 94 Brand search demand**
Grow the number of people searching your name, not just your category.
-
- 95 Extractable answers**
Formatted for snippets and overviews: tight lists, tables, and direct sentences.
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- 96 AI content quality**
AI helps with structure. Public words carry human expertise and first-hand knowledge.
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- 97 The So What test**
Every claim earns its place or it goes.
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- 98 The Information Gain test**
What is on this page that the first five results cannot give me?
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- 99 The Grandmother test**
Could a smart outsider understand this? If not, simplify.
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- 100 Never invent**
No fabricated clients, results, stats, credentials or reviews. Missing facts get marked as human input required.
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WHAT TO DO WITH YOUR SCORE

Under 50 of 100: you do not have a website problem, you have a positioning problem. Start with System 1 and do not spend a dollar on traffic yet.

50 to 74: the story is fine and the plumbing is not. Fix trust, discoverability and the conversion path in that order.

75 and up: you are in the top decile. Now build the content moat, publish original research, and go win the citations in AI answers.

Want us to run it for you? We install the Brand Engine, Media Engine and Growth Engine in six months, in your accounts, owned by you. Book a call at joinextraordinary.com/contact.

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