

AI Search Readiness Assessment

Know where you stand.
Know where to start.





AI is quickly becoming the go-to source for healthcare information.

OpenAI says more than 5% of all ChatGPT messages globally are about healthcare, with more than 40 million people using ChatGPT for healthcare questions every day. One in four regular users are prompting about healthcare weekly.

For most health brands that means customers are forming opinions about you through AI before they ever reach your website, sales team, HCP materials, or patient resources.

GEO (generative engine optimization) is the discipline of shaping that narrative rather than being shaped by it. Getting there starts with two questions: which stories your brand needs to own and which ones it's okay for others to tell on your behalf.

Work through these five questions with your team to assess your readiness and identify your next move.

QUESTION 1:

ORGANIZATIONAL UNDERSTANDING

Does your team understand what has changed?

GEO represents a fundamental change in how customers find, evaluate, and trust brands. Organizations that understand this shift now will be better prepared to shape how their company and brands are represented in AI-mediated discovery.

Which statement describes your organization's current level of understanding and readiness:

- ☐ (a) We're just hearing about this
- ☐ (b) We're aware, but no formal action has been taken
- ☐ (c) We've had internal conversations and some early exploration
- ☐ (d) Parts of our organization have started incorporating GEO, but it's not an enterprise-wide approach
- ☐ (e) We have a defined point of view and are actively making changes to address the new environment
- ☐ (f) GEO is embedded as an enterprise-wide discipline, not just in marketing, with shared ownership and active measurement

QUESTION 2:

BRAND VISIBILITY

Do you know how AI is currently framing your brand?

AI does not simply repeat your brand story; it draws conclusions from the sources it trusts, and those sources can vary by category, question, audience, and platform.

To understand how your brand is showing up, you need to examine both sides of the equation: what AI systems are drawing them from and what they are producing in response.

Do you know how your brand shows up in AI-prompted searches?

- ☐ (a) We are continually monitoring and addressing how our brand shows up in AI search
- ☐ (b) We are actively exploring how our brand shows up in AI search
- ☐ (c) We have done some light exploration of how our brand shows up in AI search
- ☐ (d) We have not audited how our brand shows up in AI search

QUESTION 3:

ECOSYSTEM STRATEGY

Is your website still doing the heavy lifting?

AI pulls from wherever it finds credible, consistent signals, with no preference for the channels you own. A strategy anchored to a single URL is not enough.

Which statement represents your current channel strategy?

- ☐ (a) Our channel strategy is still primarily site-centric
- ☐ (b) We have started building for a future where websites aren't the only destination

QUESTION 4:

CONTENT INFRASTRUCTURE

Is your content built to be cited by AI?

Your content now serves two audiences: the humans you have always written for and the AI systems scanning for clear, credible, authoritative signals. AI looks for patterns it can retrieve, synthesize, and cite. For marketers, that means if content is not structured for retrieval, it may not be visible to AI. And when AI cannot find the right signals, it fills in the gaps on its own.

Which statement describes your current content strategy?

- ☐ (a) We haven't considered AI as an audience. Our content is written for human readers only
- ☐ (b) We know AI-mediated visibility matters, but we haven't updated our strategy for it
- ☐ (c) We've started adjusting content for AI retrieval, but it's ad hoc rather than standard
- ☐ (d) Our content is structured, cited, and built for retrieval as a consistent practice

QUESTION 5:

ADAPTABILITY

Are you set up to keep pace?

What is true about your AI visibility today may not be true next month. Brands need leading indicators that show whether their positioning and content are influencing how AI interprets them. Clicks and impressions are not enough. The organizations building measurement frameworks now will set the standard.

Which statement reflects your current measurement framework?

- ☐ (a) We measure traditional metrics like clicks and impressions only
- ☐ (b) We know AI visibility needs its own measurement, but we haven't started yet
- ☐ (c) We're tracking some AI-visibility signals
- ☐ (d) We have measurement frameworks designed for continuous AI optimization

ANSWER KEY

Add up your points from each question. Your total score falls between 5 and 20.

Question	Answer	Points
Q1	a	1
	b	2
	c	3
	d	4
	e	5
	f	6
Q2	a	4
	b	3
	c	2
	d	1
Q3	a	1
	b	2

ANSWER KEY

Add up your points from each question. Your total score falls between 5 and 20.

Question	Answer	Points
Q4	a	1
	b	2
	c	3
	d	4
Q5	a	1
	b	2
	c	3
	d	4

RESULTS

There's no single score that captures GEO readiness, but patterns in your answers reveal what type of problem you're solving and where to start.

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If you scored 5–9: the problem to solve has less to do with AI and more with internal alignment. Before you can optimize how AI represents your brand, you need a deeper shared understanding of why that matters. If people aren't in agreement on what this changes, the solutions won't make sense.

If you scored 10–15: your organization already agrees that GEO matters. What's missing is the infrastructure to implement the changes required for this new world. A site-centric channel plan and content that isn't built for retrieval means the point of view exists but isn't reaching anyone. This is a technical challenge, not a philosophical one.

If you scored 16–20: you're further along than most. However, without measurement, you have no way to know what's working or when something shifts.

Most organizations carry gaps in more than one area. The sequence matters as closing the right gap first makes the others easier.

Whatever the gap, Klick can help with the next steps.

Reach out at geo@klick.com.