Part I — Jetstorm AI readiness checklist (Founder/CEO edition)

Purpose: Turn a diagnostic into an executive score with a first-30-days plan. No fluff.

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1: SCORING OVERVIEW

Five pillars, weighted to 100. Score each item 0–5 (0 = absent, 5 = exemplary). Multiply by weightings to get your **Readiness Score**.

Pillars & Weights

1. **Brand Clarity & Reputation (25)** — Are you a credible authority on the problems you sell? Clean, consistent, and press-worthy.

2. **Entity & Schema Health (25)** — Can machines unambiguously identify your org, leaders, products, and proofs across the web? Are revenue URLs richly marked up?

3. **Authority & Citations (20)** — Do high-trust sources cite you in ways AI models ingest and value?

4. **Content & Coverage (15)** — Do you answer the exact buying prompts (features, comparisons, pricing logic, implementation) with depth?

5. **Operational & Governance Readiness (15)** — Can you ship, measure, and keep this safe (controls, approvals, telemetry)?

Score Interpretation

- **80–100:** Ready to capture visibility now. Scale plan warranted.

- **60–79:** Solid core; fix redlines and ship targeted assets.

- **40–59:** Foundational work needed; expect 2–3 cycles before big lifts.

- **<40:** Start with brand/entity/tech basics; postpone scale bets.

2: DETAILED RUBRIC (0–5 PER ITEM)

Five pillars, weighted to 100. Score each item 0–5 (0 = absent, 5 = exemplary). Multiply by weightings to get your **Readiness Score**.

A) Brand Clarity & Reputation (25)

- Clear category + value prop founders repeat verbatim.

- Leadership credibility: bios, bylines, talks, analyst mentions.

- Evidence: case snapshots, numbers, logos (or anonymized proof).

- Consistency: name/alias, addresses, product naming hygiene.

- Press fitness: media kit, quotes, approved claims.

B) Entity & Schema Health (25)

- Organization, Product/Service, Person, FAQ, Review, HowTo, Event schemas implemented on revenue URLs.

- Consistent entity attributes across top sources (name, legal, founders, HQ, funding, certifications).

- Canonical URL discipline; crawl/index hygiene; duplication removed.

- Product/service specs machine-readable; pricing logic explained.

- Knowledge panel/graph coherence (no conflicts or ambiguity).

C) Authority & Citations (20)

- Diverse, topical, and high-DA sources cite your facts.

- Reviews/awards/standards from bodies AIs trust.

- Backlink graph has a healthy DA distribution and topical proximity.
- Third-party data (benchmarks, studies) references your work.

- News/PR cadence feeding fresh, verifiable signals.

D) Content & Coverage (15)

- Pillar pages answer the who/what/why/ROI with depth.

- Comparisons vs. alternatives are fair, specific, and sourced.

- Implementation/FAQ/How-to content reduces risk to adopt.

- Case snapshots with before/after and context (roles, industry, timeline).

- Multimedia assets (charts, specs) embedded and machine-readable.

E) Operational & Governance (15)

- Defined owners for Tech, Content, Authority, PM.

- Backlog prioritized by impact ÷ effort; weekly burn-down.

- PromptOps testing loop in place; regression alerts configured.

- Legal/brand safety approvals and hallucination escalation documented.

- CFO dashboard live with baselines and 60/90 targets.

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3 : THE 30/60/90 SCOREBOARD

Play	Impact	Effort	Why it matters
Implement Organization/Product schema on revenue URLs	High	Low	Machines can finally trust/parse you
Publish 10 AI-targeted explainers mapped to top prompts	High	Med	Creates direct answers for engines to surface
Acquire 5–8 DA authority publication citations in your category	High	Med	Authority the models already prefer
Fix crawl/index duplication + speed	Med	Med	Prevents dilution and crawling waste
Standardize entity attributes across top sources	Med	Low	Removes ambiguity that hides you

Use this to build your **first 30-day plan.**

4 : READINESS SCORE → FIRST 30 DAYS

1. Score each rubric item 0–5.

2. Multiply by pillar weights to get /100.

3. Pull your bottom-5 subscores; pick 3 High-Impact/Low-Effort plays from the table above and assign owners/dates.

4. Publish the Day-30 acceptance criteria:

    a. Schema coverage ≥60%; crawl blockers triaged.

    b. 4–6 AI-targeted assets live; 1st authority placements in motion.

    c. SoA baseline captured; CFO dashboard via PDF.

If any "No," that's your first workstream.

5 : FOUNDER QUICK GATE (YES/NO)

- We can name the 50 buying prompts that move revenue.

- We have a single source of truth for our company/entity facts.

- Our revenue URLs have complete, valid schema.

- We can prove 3rd-party authority (citations/reviews/standards).

- We can ship 10 AI-targeted assets in 30 days.

- We can test prompts weekly and measure answer movement.

- We have governance to avoid brand/regulatory risk.

- We can show your CFO PDF with baseline and targets.

6 : OPERATING CHECKLIST (EXECUTION VIEW)

7 : WHAT "ELITE" LOOKS LIKE BY DAY 90

- SoA lifted across multiple engines for multiple prompt clusters.

- Entity clarity across the web; schema coverage ≥90% with zero critical errors.

- Healthy authority distribution with top-tier citations.

- 20–40 AI-targeted assets live, mapped to prompts and entities.

- PromptOps running weekly with visible learning → velocity.

- CFO PDF dashboard tracking MQAs → SALs → booked revenue.

- A clear 6-month expansion roadmap to entrench the moat.

5 : FOUNDER QUICK GATE (YES/NO)

1. Run the Readiness Checklist; generate your first-30-day plan.

2. Approve the Day-30 acceptance criteria and SLOs.

3. Kickoff Phase 1: baseline, Radar, and governance.

4. Schedule the Day-30 decision gate with execs.

Jetstorm builds trust with machines so your brand wins the answer.