

THE TWENTY CHECKS

Chapter 13 of *How to Market to a Machine: What to Do When the Buyer Sends an AI Agent*, by Bob Calabritto, IdentiBlock Press. Chapter title: *Twenty Things to Check on Your Own Site This Week*. Text as published. Last updated 2026-10-02.

THE UNIVERSAL FIFTEEN

☐ **1. THE FRONT DOOR**

Pass: the readers you want inside can get in at both layers, and you can name the person who decided which readers those are.

☐ **2. THE PRICING PAGE, UNDRESSED**

Pass: a stranger could reconstruct your plan table from that raw response alone.

☐ **3. A PRICE**

Pass: either a number is on the page, or somebody senior can state the reason it isn't and has accepted what the absence costs with the machine reader, out loud, recently.

☐ **4. THE CLAIM COUNT**

The pass condition is a comparison: your count isn't the smaller one.

☐ **5. ONE HOME PER FACT**

Pass: each fact has exactly one authoritative page, and everything else points there instead of restating it.

☐ **6. DATES ON NUMBERS**

Pass: no undated number.

☐ **7. THE CHANGELOG**

Pass: the newest entry is no older than your newest release.

☐ **8. EVIDENCE BESIDE PERFORMANCE CLAIMS**

Pass: every such claim has its evidence next door.

☐ **9. THE TRUST FURNITURE**

Pass: a stranger could verify one certification and confirm one case study is real without emailing you first.

☐ **10. ONE VOCABULARY**

Pass: one name per feature.

☐ **11. NOTHING TRAPPED IN PIXELS**

Pass: everything you would want quoted exists somewhere as text.

☐ **12. THE PROFILE INVENTORY**

Pass: the sheet exists, everything on it agrees with your site, and the recurring reconciliation has an owner and a calendar slot before the sheet gets closed.

☐ **13. THE OLDEST UNANSWERED COMPLAINT**

Pass: it has a reply, and the reply contains no adjectives about yourselves.

☐ **14. TWENTY QUESTIONS**

Pass: the log exists, you've read it, and it has a next-run date.

☐ **15. THE CHANNEL GROUP**

Pass: you can state this month's AI-referral session count and its conversion rate from one screen, without anyone exporting anything.

IF YOU SELL SOFTWARE

Three more, on the surfaces where software gets judged.

☐ **16. DOCS VERSUS PRICING PAGE**

Pass: five matches out of five.

☐ **17. WHERE YOUR CATEGORY ARGUES**

Pass: your newest G2 or Capterra review is younger than your newest major feature, and you can name the last thread about your category, anywhere, that someone from your company read.

☐ **18. THE CONCESSION**

Pass is a yes or no.

IF YOU SELL THINGS

Two more, and they're bigger than they look.

☐ **19. TEN SKUS AGAINST THE STORE**

Pass: ten out of ten agree and the attribute columns aren't half empty.

☐ **20. WHAT YOUR PLATFORM ALREADY DECIDED**

Pass: you can state which agent surfaces can currently reach your catalog, which of them can complete a purchase, and who chose that.