

# Employer Brand AI Readiness Worksheet

AI is changing how job seekers discover and evaluate employers, so it's important to understand how your brand shows up.

This worksheet will help you assess your visibility, identify gaps, and improve how your company is represented in AI-driven search.

You'll start by testing how AI describes your company using real prompts. From there, you'll evaluate the strength of your career site, the clarity of your content, and how consistently your brand shows up across the web. Along the way, you'll uncover gaps that may be limiting your ability to attract the right talent.

Let's get started and make sure your employer brand is one AI recommends.

## 1. Test Your AI Presence

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Start by testing how AI currently represents your employer brand.

Use tools like ChatGPT, Gemini, or Claude and *try the prompts below*.

For each one, don't just capture the answer, dig deeper into how and why AI is responding that way.

- "What is it like to work at [your company]?"
- "What are the best companies to work for in [industry] in [location]?"
- "Which company is better to work for: [your company] or [competitor]?"
- "What is it like to work as a [role] at [your company]?"
- "What are the pros and cons of working at [your company]?"

How does AI describe your culture, benefits, and reputation?

Is the tone positive, neutral, or negative?

What themes come up repeatedly?

Are there inaccuracies or gaps?

What are the sources listed?

## 2. Evaluating Your Employer Brand

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What is your Employee Value Proposition (EVP)? Is it clearly defined?

What key messages do you want candidates to associate with your company?

What channels do you use to attract talent (career site, LinkedIn, job boards, etc.)?

Are your messages consistent across all channels? If not, identify which channels need to be updated.

## 3. Optimizing Your Career Site

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### Content Structure and Coverage

Do you have a multi-page career site (not just a single landing page)?      Yes      No

Do you include evergreen content, including pages that describe:

Culture  
Benefits  
DEI  
Growth Early  
Careers  
Other:

Are your pages connected through clear internal linking?

Notes:

### Scannable, Structured Content

Is your content easy to scan with clear headers and sections?      Yes      No

Do you use bullet points, short paragraphs, and defined sections consistently?      Yes      No

Do key pages include FAQs that answer common candidate questions?      Yes      No

Notes:

## Technical Optimization (GEO, & AI Readiness)

For this section, we recommend working with your career site owner.

|                                                                  |     |    |
|------------------------------------------------------------------|-----|----|
| Are your pages optimized with GEO-targeted meta descriptions?    | Yes | No |
| Are you using structured data (schema markup) where possible?    | Yes | No |
| Is your site easily discoverable by search engines and AI tools? | Yes | No |

Notes:

## Job Description Quality

|                                                                                                          |     |    |
|----------------------------------------------------------------------------------------------------------|-----|----|
| Are your job descriptions clear, direct, and easy to understand?                                         | Yes | No |
| Do they reflect how roles are actually described internally and externally?                              | Yes | No |
| Do they include key details candidates and AI tools look for (responsibilities, skills, growth, impact)? | Yes | No |

Notes:

## Evergreen Role & Job Family Pages

|                                                                 |     |    |
|-----------------------------------------------------------------|-----|----|
| Do you have dedicated pages for high-volume or recurring roles? | Yes | No |
| Are these pages kept up to date and aligned with your EVP?      | Yes | No |
| Do they provide deeper context beyond individual job postings?  | Yes | No |

Notes:

## 4. Establishing Ongoing Ownership

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Which teams will be involved (HR, marketing, talent acquisition, etc.)

Who owns employer brand strategy?

Who is responsible for content creation and updates?

How will teams collaborate and share insights?

How often will you review and retest AI visibility?

What support or resources do teams need to succeed?

## Final Reflection

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After testing these prompts, step back and look at the full picture.

How would you summarize how AI represents your company today?

What are your biggest gaps or risks?

What actions will you prioritize next?

## What's next?

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Now that you've completed the worksheet, step back and look at what stands out.

Share your findings with your team and align on what matters most. Where are you showing up well, and where are you being overlooked or misrepresented?

As you make updates, go back and test AI again. See how your results change and where progress is happening.

Most importantly, treat this as an ongoing process. AI is constantly evolving, and so are candidate expectations. Revisit this exercise regularly to make sure your employer brand continues to show up clearly, accurately, and competitively.