

AI Query Mapping Worksheet

Every real question an AI tool might be asked about your business — and which page should actually answer it.

AI tools answer from whatever page best matches the question asked. If no page on your site clearly answers a real question a buyer, seller, landlord, or tenant might ask an AI tool, that question gets answered by someone else's website instead — or not at all in your favour.

Work through each category below and write down the real questions people in your market would actually ask. Be specific — "good letting agent" is too vague; "letting agent that handles HMOs in [town]" is a real, answerable question.

Buying / selling

Real question	Which page should answer this?	Does that page actually answer it well? (Y/N)
1.		
2.		
3.		
4.		

Letting / renting

Real question	Which page should answer this?	Does that page actually answer it well? (Y/N)
1.		
2.		
3.		
4.		

Area-specific

Real question	Which page should answer this?	Does that page actually answer it well? (Y/N)
1.		
2.		

Real question	Which page should answer this?	Does that page actually answer it well? (Y/N)
3.		
4.		

Any "N" answer is a real content gap — either rewrite that page so it directly answers the question (see the Answer-Ready Content Rewrite Checklist), or the question has no home on your site at all yet.