

Answer-Ready Content Rewrite Checklist

AI tools lift a direct answer, not a scroll — before and after examples, plus a checklist for your own pages.

An AI tool summarising your page favours the version that states the answer plainly near the top. A page that makes a reader (or a crawler) dig through three paragraphs of scene-setting before reaching the actual fact loses out to a competitor's page that just says it.

Before

"At [Business Name], we've spent years building relationships across the local area, working hard to understand exactly what our clients need. Over that time, we've come to believe that lettings should be handled with real care and attention to detail, which is why so many landlords choose to work with us..."

After

"[Business Name] manages residential lettings across [town], including tenant-find, rent collection, and full property management. We currently manage [X] properties for local landlords." (Then continue with the relationship-building context afterward, if it's genuinely worth including.)

Checklist for your own pages

- [] The first 1-2 sentences state the direct, factual answer — not a scene-setting introduction
- [] Specific numbers and facts are used where you have them (property count, years operating, coverage area) instead of vague claims
- [] Headings match how a real person would actually phrase the question, not internal jargon
- [] The page still reads naturally for a human — this isn't about stripping out all personality, just moving the answer to the front
- [] Nothing stated is exaggerated or unverifiable — a confident, specific, honest claim outperforms a vague, impressive-sounding one