

TEMPLATE · A FIRST REVIEW

Run your first AI search review.

A first organised look at how AI assistants answer your buyers.
Choose a scope, audit the pages that should answer, log what the assistants said, do one piece of work, then ask again to find out what changed.

VERSION	UPDATED	FROM
1.0	8 October 2026	praised.co/templates/ai-search-starter-kit

ILLUSTRATIVE EXAMPLE

Every answer in the example is illustrative, written to show the shape.

START HERE

What the kit is for

Run a first organised review of how AI assistants answer your buyers: choose a scope, write the questions, audit the pages that should answer them, log what the assistants said, do one piece of work and ask again. The method is free to read on the page below; this file gives you the tabs, the six page checks, a results tab that counts itself and a worked two-round example.

What's in the spreadsheet

1. **Scope.** The product, its buying situations, the competitors and assistants you'll cover, and the settings you'll keep.
2. **Questions.** The questions a buyer would ask, each tied to a situation and to the page that should answer it.
3. **Page audit.** Six checks per page, the biggest gap and the next action. A page is judged before any assistant is asked.
4. **Answer log.** What each assistant said, one row per answer, numbered by round. Later rounds compare with the first.
5. **Work log.** Each piece of work, the finding behind it, when it shipped and what the next round showed.
6. **Results.** Counts that fill themselves in: the question set, the audit, every round side by side and the work.
7. **Example • ClauseMinds.** A complete two-round review for an example software company, on its own tab, apart from your rows.

Three habits

1. **Audits apart from answers.** The audit says what your page does. The log says what an assistant said. Neither proves the other.
2. **Same questions, same way.** Ask every round the same way. A change in wording or settings is a change in the answer.
3. **Write down what's unclear.** An answer can move with nothing shipped. Mark it inconclusive and check it again next round.

THIS PDF

A copy to read and share: the review, the six page checks, the worked example and every column. To run your own review, download the spreadsheet from the same page.

THE REVIEW

The review, step by step.

Everything the kit does, you can do in an ordinary sheet. Here is how.

1. Choose a scope

One product, a few buying situations, the competitors a buyer would compare you with and the assistants you'll ask. Decide the settings now (signed in or out, location, mode) and keep them for every round.

THE SCOPE

ClauseMinds Contract AI, three buying situations, two competitors, five assistants, signed out in the UK.

2. Write the questions

The sentences a buyer would type, each with the constraint that changes their choice, and the page that should answer it. Twelve to twenty is enough for a first review. The buyer-question workbook goes deeper on this step.

A FIT QUESTION

AI contract review for a startup under \$100 a month.

3. Audit the pages before you ask

Six checks on every page a question points at. Does it say what it is and who it's for? Who it doesn't suit? Does it answer its questions, with the key facts written as text, dated and sourced, readable without scripts? Keep this apart from what assistants say: a page can pass every check and still be left out.

ONE PAGE

The legal teams page passes 1 of 6 checks. Slogans, and no team size, seats or price.

4. Ask, and log what came back

Every question, in every assistant, with the same settings. One row per answer: recommended, mentioned or absent, whether it cited your page and who else it named. Number the round and date it.

ROUND 1, 8 SEPTEMBER

Named in 8 of 16 answers, recommended in 2. Absent from both startup pricing questions.

5. Pick one piece of work

Choose the finding that most stops a buyer choosing you and turn it into one task with an owner. Write down the questions it should move and the round that should show it.

THE WORK

Say what the startup plan costs on the pricing page. Owner: Priya. Shipped 22 September.

6. Ask again, then decide

The same questions, the same settings, a round later. Put the rounds side by side and be strict about credit, because an answer can move with nothing shipped. Write down what moved, what didn't and what you can't tell yet.

ROUND 2, 6 OCTOBER

Q10 now names ClauseMinds and cites the pricing page. Q2 moved too, with nothing shipped: inconclusive until it holds.

THE PAGE AUDIT

Six checks for every page

Make them before you ask any assistant, and answer each one Yes, Partly or No. The audit says what a page does; the answer log says what an assistant said. Keep them apart: neither proves the other.

Check	It passes when	How to check it by hand
1. Says what, who and the job	The first lines say what it is, who it's for and the job it does.	Read only the first two lines. Could a stranger say what the product is and who should buy it?
2. Says who it doesn't suit	A reader can tell when this is the wrong choice.	Look for one honest line about a team, size or need it doesn't fit.
3. Answers its questions	Each question pointed at this page gets a full-sentence answer that makes sense on its own.	Take each question from the Questions tab and find the sentence that answers it.
4. Key facts as text	Price, limits and what it works with are written on the page, not only in images, a PDF or a demo.	Select the text. If a fact can't be selected and copied, a machine can't read it either.
5. Dated and sourced	Numbers are current, the page says when it was checked, and claims a buyer might doubt link to a source.	Find the date. Click one claim and follow it to its source.
6. Readable without scripts	The words are in the page itself, not loaded later by a script.	View the page source and search for a sentence from the page, or run the free page check.

WHAT A SCORE IS FOR

Checks passed out of six tells you where to start, not whether you'll be named. A page can pass all six and still be left out, and the free page check looks deeper at the parts machines read.

THE WORKED EXAMPLE

A first review for ClauseMinds

ILLUSTRATIVE EXAMPLE

Every answer was written to show the shape, not observed. In the spreadsheet it sits on its own tab, apart from your rows.

Scope

Scope	This review
Product or service	ClauseMinds Contract AI
Website	clauseminds.com
Market	UK, Germany and US · English
Competitors to watch	Clausewell, Redlinery
Assistants you'll ask	ChatGPT, Gemini, Claude, Perplexity, Google AI Overviews
Settings, the same every round	Signed out · UK · default mode
How often you'll repeat it	Every month, on the same questions
Who runs the review	Priya

Questions

ID	The question, as a buyer would type it	Sit.	Type	Page that should answer it
Q1	What contract review tools work inside Microsoft Word?	S1	Discovery	clauseminds.com/integrations/word
Q2	Which AI contract review tool suits a 40-person legal team?	S1	Fit	clauseminds.com/legal-teams
Q3	ClauseMinds vs Clausewell for supplier contracts	S1	Comparison	(none yet)
Q4	Is ClauseMinds accurate enough for legal review?	S1	Objection	clauseminds.com/security
Q5	How can procurement track contract renewals without a legal team?	S2	Discovery	clauseminds.com/obligations
Q6	Which contract tools track obligations across hundreds of contracts?	S2	Fit	clauseminds.com/obligations
Q7	Contract software or a spreadsheet for tracking renewals?	S2	Comparison	(none yet)
Q8	Does ClauseMinds keep our contracts after a review?	S2	Objection	clauseminds.com/security
Q9	Cheapest way to check a contract before signing	S3	Discovery	clauseminds.com/pricing
Q10	AI contract review for a startup under \$100 a month	S3	Fit	clauseminds.com/pricing
Q11	ClauseMinds or Redlinery for a small startup?	S3	Comparison	(none yet)
Q12	Can I trust AI to review a contract without a lawyer?	S3	Objection	clauseminds.com/blog/ai-review-limits

Page audit

Checks 1 to 6, in the order above: says what, who and the job; says who it doesn't suit; answers its questions; key facts as text; dated and sourced; readable without scripts.

Page	Qs	1	2	3	4	5	6	Passed	Biggest gap
clauseminds.com/integrations/word	Q1	Yes	No	Yes	Yes	Partly	Yes	4	Never says who it doesn't suit
clauseminds.com/legal-teams	Q2	Partly	No	Partly	No	No	Yes	1	Slogans instead of facts: no team size, seats or price
clauseminds.com/security	Q4, Q8	Yes	No	Partly	Yes	Yes	Yes	4	Accuracy is covered only in an old blog post
clauseminds.com/obligations	Q5, Q6	Partly	No	Partly	Yes	No	Yes	2	Written for lawyers, not for procurement
clauseminds.com/pricing	Q9, Q10	Yes	Yes	Yes	Yes	Yes	Yes	6	None now. The startup plan and single checks were added on 22 Sep
clauseminds.com/blog/ai-review-limits	Q12	No	No	Partly	Yes	No	Yes	2	The answer sits below a long introduction

What each page needs next

Page	Next action	Owner	Status	Last checked
clauseminds.com/integrations/word	Add missing facts	Priya	Not started	8 Sep 2026
clauseminds.com/legal-teams	Rewrite a section	Priya	In progress	8 Sep 2026
clauseminds.com/security	Rewrite a section	Priya	Not started	8 Sep 2026
clauseminds.com/obligations	Rewrite a section	Sam	Not started	8 Sep 2026
clauseminds.com/pricing	Add missing facts	Priya	Shipped	6 Oct 2026
clauseminds.com/blog/ai-review-limits	Rewrite a section	Priya	Not started	8 Sep 2026

Answer log, two rounds

The same 16 questions and assistants, asked the same way on 8 Sep 2026 and 6 Oct 2026. The highlighted rows changed.

Q	Assistant	Round 1	Round 2	Cited?	What the answer said in round 2
Q1	ChatGPT	Recommended	Recommended	Yes	ClauseMinds runs as a Word add-in. Reviewers stay in the document they already use.
Q1	Perplexity	Mentioned	Mentioned	Yes	Options include Clausewell, Redlinery and ClauseMinds.
Q2	ChatGPT	Absent	Absent	No	For a legal team of that size, Clausewell and Redlinery are common choices.
Q2	Gemini	Absent	Mentioned	No	ClauseMinds is another option, though its team pricing is not published.
Q3	ChatGPT	Mentioned	Mentioned	No	Clausewell says it handles larger clause libraries than ClauseMinds.
Q3	Claude	Mentioned	Mentioned	No	Both review supplier contracts; the main difference is how each handles clause libraries.
Q4	Google AI Overviews	Mentioned	Mentioned	No	Some users say ClauseMinds needs a human check on unusual clauses.
Q5	ChatGPT	Absent	Absent	No	A shared calendar works for a few contracts; a tool such as Redlinery can flag renewals.
Q5	Perplexity	Absent	Absent	No	Redlinery and a renewal calendar are the two options most teams start with.
Q6	Gemini	Recommended	Recommended	Yes	ClauseMinds tracks obligations and renewal dates across a large contract portfolio.
Q7	ChatGPT	Absent	Absent	No	A spreadsheet works for a handful of contracts; past that, renewal dates get missed.
Q8	Claude	Mentioned	Mentioned	Yes	ClauseMinds retains contracts for 30 days.
Q9	Google AI Overviews	Absent	Absent	No	Free templates and a lawyer for anything unusual; Redlinery offers a single-document check.
Q10	ChatGPT	Absent	Mentioned	Yes	ClauseMinds starts at \$49 per seat.
Q11	Perplexity	Mentioned	Mentioned	No	Redlinery positions itself as the simpler choice for small teams.
Q12	Claude	Absent	Absent	No	AI review catches common issues, but a lawyer should check anything unusual.

Work log

ID	The work	Owner	Status	Round 2 showed	Next decision
W1	Say what the startup plan costs and that single contracts can be checked	Priya	Shipped	Mixed	Q10 now names ClauseMinds and cites the pricing page. Q9 is still absent. Keep the change; ask Q9 again in round 3 before doing more.
W2	Rewrite the legal teams page around team size, seats and price	Priya	In progress	Inconclusive	Gemini named ClauseMinds for Q2 in round 2 with nothing shipped. Treat it as noise until it holds, and finish the rewrite.
W3	Build a comparison page: ClauseMinds and Clausewell	Sam	Not started	Not checked yet	Next, once the legal teams page ships.

What the two rounds tell ClauseMinds

8 of 16

named ClauseMinds in round 1, on 8 September

10 of 16

named it in round 2, on 6 October

4 → 5

answers citing a ClauseMinds page

3.2

of 6 page checks passed, on average

3

questions with no page yet

1 of 3

pieces of work shipped

- Two answers changed between the rounds, and only one of them follows a piece of work.
- Q10 moved after the pricing page started saying what the startup plan costs: ChatGPT now names ClauseMinds and cites that page.
- Q9 didn't move, though the same change answered it. Ask it again in round 3 before doing more.
- Q2 moved in Gemini with nothing shipped. It stays inconclusive until it holds.
- The legal teams page passes 1 of 6 checks. Its rewrite is the next piece of work.

REFERENCE

Every column

Everything the kit does, you can do in an ordinary sheet. The Scope tab asks for the product, website, market, competitors, assistants, settings, how often you'll repeat it and who runs it, then up to five buying situations. These are the other tabs.

Questions

Column	What to write
ID	Q1, Q2...
Situation	Pick from Scope
The question, as a buyer would type it	Plain words, with the constraint in it
Type	Discovery, Comparison, Fit or Objection
Branded?	Does it name your brand?
Page that should answer it	The URL, or leave empty if there is none
Notes	Anything worth keeping

Page audit

Column	What to write
Page	The URL
What it's for	The job this page does, in a few words
Questions it should answer	Question IDs, such as Q4, Q8
Says what, who and the job	Yes, Partly or No
Says who it doesn't suit	Yes, Partly or No
Answers its questions	Yes, Partly or No
Key facts as text	Yes, Partly or No
Dated and sourced	Yes, Partly or No
Readable without scripts	Yes, Partly or No
Checks passed (of 6)	Counts the Yes answers
Biggest gap	The one thing that most stops a buyer choosing
Next action	The one piece of work this needs
Owner	A name
Status	Not started, In progress, Shipped
Last checked	The day you audited it

Answer log

Column	What to write
Round	1 for the first, 2 for the next...
Date	The day you asked
Question ID	Pick from Questions
Question	Fills in from the ID
Assistant	The assistant you asked
Settings	Keep them the same every round
Our brand	Recommended, Mentioned or Absent
Our page cited?	Did it cite one of your pages?
Other brands named	Who else appeared
What the answer said	Copy the sentence that matters
Sources cited	URLs or site names the answer used

Work log

Column	What to write
ID	W1, W2...
The work	One piece of work, small enough to ship
Page	The page it changes, or (new page)
The finding behind it	What the audit or the answers showed
Questions it should move	Question IDs
Owner	A name
Status	Not started, In progress, Shipped
Shipped on	The day it went live
Check in round	The round that should show it
What that round showed	Moved, Mixed, No change, Inconclusive
Next decision	Keep it, change it, or wait a round. An inconclusive result is written down as inconclusive.

AI search starter kit, version 1.0. praised.co/templates/ai-search-starter-kit. Template by Praised.