

Your scorecard rollout guide

A practical guide for mapping your digital landscape and supporting AI readiness

The scorecard gives your organisation a practical starting point for AI readiness by helping you understand what you have online, where you stand today, and what can be cleaned up to reduce waste and save money.

Why this matters.

AI readiness is not only about how your organisation uses AI internally. It is also about how AI systems see your organisation from the outside, using the public information they can access online.

AI systems are already forming answers, summaries, and impressions from websites, pages, PDFs, campaign sites, public portals, and older content. If that material is incomplete, inconsistent, outdated, or unmanaged, it can contribute to misrepresentation, misinformation, missed visits, wasted effort, and unnecessary cost.

The first priority is not to start a remediation project. The first priority is to understand the digital landscape, confirm the current position, and identify what may need review before clean-up decisions are made.

What the scorecard helps you do?

Area	What this means for your organisation
Understand what exists online	Build a more complete view of websites, campaign sites, microsites, public portals, public document areas, and other digital properties.
Improve discovery	Identify websites, older pages, public assets, and legacy areas that may not be visible to the central digital team.
Confirm the current picture	Use the scorecard to understand the current position of registered sites before deciding what requires attention.
Support AI readiness	Create the evidence base needed before wider AI readiness, governance, clean-up, or monitoring work begins.
Reduce avoidable waste	Reveal unmanaged assets, duplicated effort, outdated content, and online material that may be creating unnecessary cost.

No additional charge

For existing Sitemorse clients, access to the scorecard and this initial rollout process is provided at no additional charge. The aim is to help your organisation build visibility, not to create an immediate remediation project.

Understanding AI Readiness

Link to executive briefing, and white paper.

https://aanow.aflip.in/AI_Readiness_MAY28_REV1-21a.html

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What this rollout is designed to achieve?

This rollout is a controlled way to create a clearer inventory of what your organisation has online. Some websites may already appear in the scorecard. The useful part of the rollout is to find what is missing, who may know about it, and whether anything still online should be reviewed later.

This rollout is for	This rollout is not for
Creating a clearer catalogue of websites and public digital properties.	Starting an immediate fixing or remediation project.
Understanding what sits online and where ownership may be unclear.	Replacing detailed diagnostic reporting or specialist review.
Finding old, unmanaged, duplicated, or orphaned digital assets.	Expecting every colleague to diagnose technical issues.
Building a first evidence base for AI readiness decisions.	Trying to complete the full AI readiness programme in one step.

Useful framing for internal teams

- AI readiness starts with knowing what the organisation has online and how reliable that public footprint is.
- Generative search and answer engines may point people to the wrong place if older pages appear more useful or authoritative.
- Old websites, retired campaign pages, outdated PDFs, and unmanaged public content can continue to influence how the organisation is represented.
- The scorecard helps create the first picture before clean-up, consolidation, governance, or monitoring decisions are made.

Keep the message focused

This is about discovery, visibility, and current status. The message should not become a broad technical audit, accessibility campaign, broken-link exercise, or immediate remediation plan.

Recommended rollout stages.

The rollout should feel manageable. Your organisation only needs enough structure to create awareness, gain senior support, invite colleagues to register relevant websites, and review the first picture that emerges.

Stage	Purpose	Main action
1. Familiarise	Understand the scorecard before wider sharing.	Open the scorecard, listen to the voiceover, read the AI readiness paper, and note obvious missing sites.
2. Secure support	Give the work enough authority to reach beyond the digital team.	Ask a senior sponsor to support the internal message and explain why control of the digital landscape matters.
3. Prepare communications	Make the request clear and easy to act upon.	Agree the internal release, organisation-wide email, question route, and registration period.
4. Invite registrations	Ask colleagues to add relevant websites and digital properties.	Share the scorecard link, publish the release, and ask teams to use the plus button to register sites.
5. Review the picture	Understand what has been found before deciding what happens next.	Review submissions, identify gaps, note orphaned sites, and summarise the current position for the sponsor.

Outline, communication set

Communication	Purpose
Senior sponsorship email	Secures authority before asking colleagues across the organisation to contribute.
Executive endorsement	Adds visible support to the internal release and wider request.
Internal release	Explains the reason for the work and the value of participation.
Organisation-wide email	Shares the scorecard link and asks colleagues to register relevant websites.
Short channel message	Reinforces the request through Teams, Slack, intranet, or equivalent channels.
Reminder email	Encourages additional registrations before the review point.
Initial summary for sponsor	Shows what has been discovered and what remains unclear.

Stage 1: Familiarise before sharing

Before asking colleagues to contribute, the team leading the rollout should understand the scorecard and the reason it is being shared. This prevents the work from feeling like a disconnected request for website addresses.

Recommended actions

- Open the scorecard using the link provided to your organisation.
- Listen to the podcast voiceover using the Play icon in the top right.
- Have a read through the AI Readiness paper where wider context is useful.
- Review the websites already visible on the scorecard before asking colleagues to add more.
- Make a short note of obvious missing sites, legacy properties, and likely internal owners.
- Confirm the contact route for questions before the wider message is shared.

This is good to read before wider sharing

AI readiness starts with knowing what the organisation has online, what condition it is in, and what may need cleaning up before wider decisions are made.

Stage 2: Secure senior sponsorship

Senior support matters because the digital landscape usually extends beyond the central digital team. Other teams may own websites, campaign pages, regional content, portals, documents, and public information that affect how the organisation is represented online.

The senior sponsor does not need to own every detail. Their role is to make the request credible and encourage colleagues to contribute relevant websites and digital properties.

Idea for email content, email to senior leadership

Subject: Support for mapping our digital landscape and AI readiness starting point

Hello [Name],

We are preparing to use our scorecard to build a clearer view of our public digital landscape. This rollout is available at no additional charge as part of our current Sitemorse relationship.

This matters because AI systems are already forming answers, summaries, and impressions from the information they can access online. If our websites, public documents, campaign pages, portals, or older content are incomplete, inconsistent, outdated, or unmanaged, they can contribute to misrepresentation, misinformation, unnecessary risk, and avoidable cost.

The first priority is not remediation. The first priority is to understand what we have online, confirm where we stand today, and identify what may need cleaning up before we decide what action is required.

We would like your support for an internal message asking colleagues to register any websites, microsites, portals, campaign pages, legacy sites, document libraries, or other public-facing digital properties they manage or know about. Your endorsement would help make this an organisation-wide exercise, rather than a request that sits only with the digital team.

Thanks,

Idea for content, executive endorsement wording

Understanding our digital landscape is an important starting point for AI readiness.

We need a clearer view of what we have online, what condition it is in, and what may need cleaning up to reduce waste, avoid misrepresentation, and support more reliable public information.

Please support this work by registering any relevant websites, microsites, campaign pages, public portals, legacy sites, document libraries, or other digital properties that your team manages or knows about.

Stage 3: Prepare internal communications

The internal message should be clear, practical, and light enough for people to act upon quickly. It should explain why the work matters, what colleagues are being asked to do, and how their contribution will support AI readiness.

Who should be asked to contribute?

The central digital team may not know every website, microsite, public portal, campaign page, document library, or legacy content area. The rollout should reach teams that may own or influence public-facing digital properties.

Group	Reason to include them
Marketing and communications	They often own campaign pages, brand content, microsites, and public-facing announcements.
HR and recruitment	They may manage careers pages, recruitment portals, and public candidate information.
Legal, privacy, and compliance	They may own policies, public notices, regulatory content, and mandatory statements.
Customer service and operations	They may manage portals, help content, service pages, and public guidance.
Regions and local teams	They may operate local websites, local content, or older campaign properties.
Product, service, or brand teams	They may publish landing pages, product information, support content, or microsites.

Internal release for intranet or internal news

We are building a clearer view of our digital landscape.

AI readiness starts with understanding what the organisation has online, what condition it is in, and what may need cleaning up to reduce waste and save money.

AI systems are already forming answers, summaries, and impressions from the public information they can access. Websites, campaign pages, microsites, public portals, PDFs, legacy content, and unmanaged digital assets can all affect how the organisation is represented online.

Generative search and answer engines may also direct people to older or less suitable pages if those pages appear more useful, structured, or authoritative than current content.

To support this work, we are using our scorecard to identify and register relevant websites and digital properties across the organisation. The scorecard provides a practical starting point for understanding what exists, confirming the current position, and identifying where old content, orphaned sites, unmanaged assets, or duplicated effort may need review.

This is not a request to start a remediation project. The first requirement is to build a more complete view of our public digital landscape so we can understand our current position before deciding what happens next.

Please open the scorecard using the link provided and register any websites or digital properties your team manages, owns, or knows about. This may include public websites, microsites, campaign sites, regional sites, public portals, document libraries, or older sites that may still be online.

Organisation-wide email from the digital team

Subject: Help us map our digital landscape

Hello,

We are asking colleagues to help us build a clearer view of our digital landscape.

AI readiness starts with understanding what we have online, what condition it is in, and what may need cleaning up to reduce waste and save money.

Please take a few minutes to review the scorecard and add any public-facing websites or digital properties that your team manages, owns, or knows about.

Please follow these actions:

1. Open the scorecard using this link: [scorecard link].
2. Listen to the voiceover using the Play icon in the top right.
3. Have a read through the paper on AI Readiness, which is quite an eye opener: [link here].
4. Click the plus button to add any relevant websites.
5. Include campaign sites, microsites, public portals, regional sites, legacy sites, document libraries, and public content areas where relevant.
6. Send any questions to [contact route].

Our first priority is to ensure the organisation has a solid foundation for AI readiness, looking outside in, by understanding what exists online and confirming the current position.

Short Teams, Slack, or internal channel message

We are building a clearer view of our digital landscape as a starting point for AI readiness.

Please open the scorecard, listen to the voiceover using the Play icon, and use the plus button to add any websites, microsites, campaign pages, portals, regional sites, document libraries, or legacy sites your team manages or knows about.

This helps us understand what we have online, where we stand today, and what may need cleaning up to reduce waste and save money.

Scorecard link: [insert link]

Stage 4: Invite colleagues to register websites

The request should make website registration easy to understand. Colleagues should know what types of digital properties are relevant, why discovery matters, and what they should do next.

What colleagues should add

Include	Examples
Main websites	Primary corporate sites, brand sites, investor sites, service sites, and customer-facing sites.
Campaign and marketing sites	Campaign microsites, event sites, landing pages, campaign archives, and promotional properties.
Portals and public service areas	Public portals, help centres, support areas, forms, guidance libraries, and self-service areas.
Regional or local sites	Country sites, regional domains, local service sites, and language-specific websites.
Public document areas	Public PDFs, policy libraries, annual reports, accessibility statements, privacy notices, and content repositories.
Legacy or uncertain properties	Older websites, retired campaign pages, public content areas, or domains where ownership is unclear.

What colleagues should do

1. Open the scorecard using the link provided by the digital team.
2. Listen to the voiceover using the Play icon in the top right.
3. Click the plus button to add a relevant website or digital property.
4. Add ownership or contact information where it is known and available.
5. Use the agreed question route if anything is unclear or uncertain.

Registration principle

If a site is public-facing and connected to the organisation, it is better to register it for review than leave it invisible. Uncertainty about ownership should be recorded rather than ignored.

Reminder email for wider internal use

Subject: Reminder: please add relevant websites to the scorecard

Hello,

A reminder that we are asking teams to help us identify websites and digital properties connected to the organisation.

This supports our starting point for AI readiness by helping us understand what we have online, where it stands today, and what may need cleaning up to reduce waste and save money.

Please open the scorecard using the link below, listen to the voiceover using the Play icon, and use the plus button to add any websites, microsites, campaign pages, public portals, document libraries, legacy sites, or public content areas your team manages or knows about.

Scorecard link: [insert link]

Please add relevant sites by [date].

When to use targeted follow-up

A targeted follow-up should be used when specific departments are likely to own public-facing properties but have not responded. This is especially relevant for regional teams, brand teams, recruitment teams, customer service teams, legal teams, and campaign owners.

Stage 5: Review the initial picture

After registrations have been added, the team leading the rollout should review what has been submitted, what remains unclear, and where further discovery may be needed. The review should stay focused on visibility, status, ownership, and clean-up opportunities.

Review area	What to consider
New websites registered	How many additional sites, portals, pages, or content areas have been identified.
Likely missing areas	Which departments, regions, brands, or functions may still need to respond.
Ownership questions	Which websites or digital properties have unclear or disputed ownership.
Older content signals	Where legacy sites, outdated pages, older documents, or retired campaigns may still be visible.
Potential waste	Where duplication, unmanaged assets, overlapping content, or unnecessary digital footprint may exist.
Senior summary	What should be shared with the sponsor before further decisions are made.

Idea?? summary email for senior sponsor

Subject: Initial digital landscape review following scorecard registration

Hello [Name],

We have completed the first registration phase for the scorecard rollout.

The exercise has helped us build a clearer initial view of our digital landscape and identify additional websites or digital properties that may not have been visible centrally.

At this stage, the main value is visibility. We now have a better basis for understanding what exists online, where ownership may be unclear, and where older content, duplicated effort, orphaned sites, or unmanaged assets may need review.

The next recommended action is to review the initial picture, confirm any remaining gaps, and decide whether further discovery or clean-up planning is required.

Recommended review questions

- Do we now have a clearer view of websites and public digital properties across the organisation.
- Which sites or content areas appear to sit outside central digital oversight.
- Which submissions suggest old content, duplicated effort, orphaned sites, or unclear ownership.
- Which teams still need to confirm whether they own or manage public digital assets.
- What should be reviewed before any clean-up, governance, or monitoring decisions are made.

Keep the review focused

The first review should not become a remediation plan. It should confirm what has been discovered, what remains unclear, and what may need further review before clean-up decisions are made.

Frequently asked questions

Question	Suggested answer
What is the scorecard for.	It helps the organisation understand what sits online and confirm the current position before wider AI readiness or clean-up decisions are made.
Is there an additional charge.	For existing Sitemorse clients, this scorecard rollout is provided at no additional charge.
Are we being asked to fix issues now.	No. The first priority is discovery, visibility, and understanding the current position.
Does this replace diagnostic reporting.	No. This rollout creates a clearer inventory and current view. Detailed diagnostic work remains separate.
What should we register.	Register websites, microsites, portals, campaign sites, regional sites, public document areas, and legacy sites where relevant.
What if we are unsure who owns a site.	Add the site where relevant and include the ownership position as unknown or uncertain.
Why does old content matter.	Old or unmanaged content can contribute to misrepresentation, misinformation, duplicated effort, unnecessary risk, and avoidable cost.
What happens after websites are added.	The organisation can review the initial picture and decide whether further discovery, clean-up, governance, or monitoring is required.

Rollout checklist

Stage	Action	Status
Familiarise	Open the scorecard and review the websites already visible.	<i>Not started / In progress / Complete</i>
Familiarise	Listen to the podcast voiceover using the Play icon.	<i>Not started / In progress / Complete</i>
Familiarise	Have a read through the AI Readiness paper where useful.	<i>Not started / In progress / Complete</i>
Senior support	Send the senior sponsorship email and request endorsement.	<i>Not started / In progress / Complete</i>
Prepare communications	Agree the internal release, organisation-wide email, and question route.	<i>Not started / In progress / Complete</i>
Prepare communications	Confirm target teams and the registration period.	<i>Not started / In progress / Complete</i>
Invite registrations	Publish the internal release and send the organisation-wide email.	<i>Not started / In progress / Complete</i>
Invite registrations	Share a reminder before the registration period closes.	<i>Not started / In progress / Complete</i>
Review	Review submissions, gaps, uncertain ownership, and possible clean-up areas.	<i>Not started / In progress / Complete</i>
Review	Share the initial summary with the senior sponsor.	<i>Not started / In progress / Complete</i>

Final point

The scorecard rollout works best when it stays focused on one objective: creating a clearer view of the digital landscape so AI readiness decisions are based on evidence, not assumption.