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AI Search, Websites, and Second Brains

Make expertise easy to find, understand, trust, and move.

THE WORKING METHOD

1. Audit the page Name the buyer question, answer it clearly, add evidence, and structure it for scanning.
2. Score the platform Evaluate portability, search controls, structured content, maintenance, and ownership.
3. Keep knowledge portable Store durable context outside one AI interface so multiple tools can use it.

WORKSHEET

Buyer question	
Direct answer	
Supporting evidence	
Page owner	
Portable source	
Next update	

WHAT TO TEST NEXT

- 1. Audit one commercially important page.
- 2. Move one knowledge set into a model-neutral structure.
- 3. Test whether two AI tools can use the same source.

Acknowledgment: Bob Mitton helped Lara build the second-brain system. He will join a future Signal Room to teach the method.

Ideas may leave the room. Attribution may not. This guide excludes member names, personal disclosures, confidential business details, and unlaunched plans.