

RESOURCE CHECKLIST

The Agentic Action Path Checklist

A practical checklist for brands that need AI-assisted buyers and future agents to understand the next step.

Inspect whether the site makes actions clear, routes buyers cleanly, exposes trustworthy conversion paths, and avoids friction that breaks assisted discovery.

Action Clarity

Can a buyer or assistant identify the next useful action fast?

Routing Logic

Does the site route different intents to the right page or CTA?

Form Readiness

Are forms, booking paths, and contact actions clear and reliable?

Trust & Consent

Are privacy, pricing logic, expectations, and handoffs visible?

Measurement

Can the team track assisted actions and qualified outcomes?

Diagnostic Output

Score action readiness and choose the next fix.

Use this before you scale execution.

This gives you a fast first-pass diagnostic. The full Mjolniir audit goes deeper into evidence, prioritization, and implementation risk.

Action Clarity & Buyer Routing

Agentic readiness starts before automation. The site must make it obvious what a buyer can do next, which action fits their intent, and what happens after they act.

Primary CTA is visible on major buyer pages	CTA wording matches buyer readiness
Contact, demo, audit, consultation, and download paths are not confused	High-intent pages have direct conversion routes
Educational pages offer a logical next step	Navigation separates learning, proof, offer, and contact paths
No important action depends on unclear copy	Thank-you or confirmation state is clear
Mobile action paths are usable	Forms do not ask for unnecessary friction early

Mjolniir verdict

If a buyer has to decode the next step, an AI-assisted journey will not become simpler. It will expose the confusion faster.

Machine-Readable Action Information

Future-facing action paths depend on clarity. Pages should expose enough structured, visible information for buyers and systems to understand who the action is for, what it starts, and where it leads.

Action Layer	What To Check	Status
Offer action	The page states what the user can request, book, download, or start	Pass / Fail / Unsure
Eligibility	The page clarifies who the offer is for and who it is not for	Pass / Fail / Unsure
Required input	Forms ask for information that supports qualification	Pass / Fail / Unsure
Outcome expectation	The user knows what happens after submission	Pass / Fail / Unsure
Structured support	FAQ, service, organization, breadcrumb, and contact data support the path	Pass / Fail / Unsure

What to fix first

Clean the action path before adding more channels. More traffic cannot repair a conversion path that does not explain itself.

Trust, Consent & Conversion Reliability

Agentic action paths need trust. Buyers should understand what they are submitting, why it matters, how they will be contacted, and whether the path is legitimate.

Privacy policy is easy to access near forms	Consent language is clear where required
Form errors are readable and helpful	Submission confirmation is reliable
Booking links work across devices	Phone, email, and social contact routes are current
Pricing expectations or qualification logic are not hidden	Security/trust cues are present where relevant
Spam filtering does not block real inquiries	CRM or inbox handoff does not lose submissions

Action rule

An action path is not ready because a button exists. It is ready when the buyer, the machine, and the business process all know what the button means.

Agentic Action Path Scorecard

Score each area from 0 to 3. Use the result to decide whether the site is ready for assisted buyer journeys or still leaks intent at the point of action.

Area	Score
Primary actions are clear	/3
Buyer intent routes to the right page	/3
Forms and booking paths are reliable	/3
Trust and consent signals are visible	/3
Structured data supports key actions	/3
Conversions are tracked cleanly	/3
Sales or CRM handoff preserves context	/3

Score	Diagnosis
0-7	Action path risk
8-14	Routing is fragmented
15-18	Action-ready but incomplete
19-21	Agentic action foundation is strong

Request the full audit

The checklist shows where buyer actions may break. The Mjolnir audit identifies which action-path gaps are most likely to weaken AI discovery, conversion, and qualified demand. CTA: <https://www.mjolnir.com/contact-us>