

The AI Search Visibility Checklist

20 checks that show if ChatGPT, Perplexity, and Google AI can find your business and describe it correctly.

How to use this checklist

1. Do the five checks in Part 1 first. They show what AI assistants say about you today.
2. Do Parts 2-4. Tick each check that you pass.
3. Fix the failed checks in the order of the list. The first checks in each part usually have the biggest effect.
4. Do check 20 each month, so that you can see the change.

Part 1 Test what AI says about you

You cannot fix an answer that you have not read. Use a private browser window, so that your own history does not change the answers.

☐ 1 Write 10 buyer questions

Write the questions that a buyer asks before they choose a business like yours. Use their words, not your words. Example: "Who is the best accountant for startups in Adelaide?"

☐ 2 Ask each question in four assistants

Ask all 10 questions in ChatGPT, Perplexity, Gemini, and Google (AI Overviews or AI Mode). Record each business that the answer names. Record if your business is in the answer.

☐ 3 Ask about your business by name

Ask "What is [your business]?" and "What are the alternatives to [your business]?" Compare the description with the description that you want buyers to read.

☐ 4 List each wrong fact

Write down each fact that is wrong or old: services, prices, locations, opening hours, people, and year of founding. These errors go to the top of your fix list.

☐ 5 Record the sources that each answer cites

Perplexity, Google, and ChatGPT search show the pages that they used. Record these pages. They show which websites, directories, and lists the assistants trust in your market.

Part 2 Put clear facts on your website

AI assistants repeat the facts that they can find and trust. Make your own website the clearest source of facts about you.

☐ 6 One page for each service

Each service has its own page. The page states what the service is, who it is for, where you supply it, and how you set the price.

☐ 7 The same name, address, and phone everywhere

Your business name, address, and phone number are the same on each page of your website and on each listing on other websites.

☐ 8 An About page with real people

The About page states who runs the business, their experience, and when the business started. Assistants use these facts to decide if a source is reliable.

☐ **9 Direct answers to buyer questions**

Use your 10 questions from check 1 as headings on your pages. Put a short, direct answer in the first two sentences under each heading.

☐ **10 Dates on pages, and current facts**

Each article and guide shows the date of its last update. When a price, service, or location changes, you update each page that mentions it.

Part 3 Make your website easy for machines to read

A person can read a slow, image-heavy page. An AI crawler often cannot. Ask your web developer to confirm these checks.

☐ **11 AI crawlers can open your website**

Your `robots.txt` file and your firewall do not block the crawlers that you want, for example `OAI-SearchBot`, `GPTBot`, `PerplexityBot`, `ClaudeBot`, and `Googlebot`.

☐ **12 Text is real text**

The important text is in the HTML of the page. It is not only in images, in PDF files, or in scripts that load after the page.

☐ **13 Organisation structured data**

Your home page has schema.org `Organization` or `LocalBusiness` data with your name, logo, address, and links to your official profiles (`sameAs`).

☐ **14 Service and FAQ structured data**

Service pages have `Service` data. Pages with questions and answers have `FAQPage` data. The data agrees with the text that people see on the page.

☐ **15 Clear titles, descriptions, and a sitemap**

Each page title and meta description states the service and the location. Your website has an XML sitemap, and the sitemap is in Google Search Console.

Part 4 Get proof on other websites

Assistants trust what other websites say about you more than what you say about yourself. Use the sources from check 5 as your target list.

☐ **16 A complete Google Business Profile**

Your profile has the correct category, services, hours, photos, and website link. Google AI uses this profile in local answers.

- ☐ **17 Listings on the directories that AI cites**
Your business is on the directories, review sites, and "best of" lists that appeared in your check 5 sources. Each listing has correct facts.

- ☐ **18 Recent public reviews**
Your business has recent reviews on at least one public review website. You reply to each review, good and bad.

- ☐ **19 Mentions in articles and partner pages**
Industry articles, podcasts, associations, and partners mention your business, describe what you do, and link to your website.

- ☐ **20 Measure again each month**
Ask the same 10 questions in the same four assistants each month. Record the results in the same table, so that you can see the trend.

Score What your result means

16-20 checks

Your foundations are strong. Now work on check 19 and on new content for the questions that you still lose.

9-15 checks

The assistants can find you, but they do not trust you enough to name you. Start with Part 2.

0-8 checks

The assistants probably do not know about you. Start with checks 4, 6, 11, and 16.

Want us to do the checks for you?

We run your 10 buyer questions in each assistant, list the businesses that the AI names instead of you, and give you a ranked fix list. Book a 30-minute call at 2102.io/contact-us.

This checklist gives general information only. AI assistants change often, and no business can control what they say. © 2102.