

THE AI VISIBILITY AUDIT

Score your website and brand across the 5 signals that decide whether AI recommends you.

From “The Great SEO Reset: How to Thrive in the AI Visibility Era” · Affiliate World Europe, Budapest 2026

WHY THIS EXISTS

Search didn’t die. It evolved. ChatGPT, Perplexity, Gemini, Google AI Overviews, and Claude now answer the question before the click, and they decide who gets named. Ranking #1 means nothing if the AI cites someone else.

This audit scores you across the AI Visibility Framework – the five signals that AI systems use to decide whom to trust and whom to recommend. It takes about 15 minutes, and it tells you exactly where you’re invisible.

HOW TO USE THIS

1. Open your homepage, your top 3 pages, and search your brand/name in Google, ChatGPT, and Perplexity in another tab.
 2. Score each of the 25 criteria: 0 = No · 1 = Partly · 2 = Yes.
 3. Total each pillar (max 10), then add them up (max 50).
 4. Find your weakest pillar. That’s where the work starts.

PILLAR 1 · ENTITY RECOGNITION

Does AI know you exist as a real brand, not just a URL?

CRITERION	SCORE
1.1 You have a Google Knowledge Panel, or a Wikidata / Wikipedia entry for your brand or name.	☐ 0☐ 1☐ 2
1.2 Your brand name is used consistently (same spelling, same entity) everywhere online.	☐ 0☐ 1☐ 2
1.3 Your site uses Organization / Person schema with a sameAs list linking your profiles.	☐ 0☐ 1☐ 2
1.4 Third parties mention you by name (not just link) – press, podcasts, forums.	☐ 0☐ 1☐ 2
1.5 Asking ChatGPT / Perplexity “Who is [you / your brand]?” returns an accurate answer.	☐ 0☐ 1☐ 2

PILLAR 1 SUBTOTAL: / 10

PILLAR 2 · TOPICAL AUTHORITY

Are you a recognized depth source in one clear space – or scattered?

CRITERION	SCORE
2.1 Your site has one clear primary topic, not multiple unrelated ones.	☐ 0 ☐ 1 ☐ 2
2.2 You cover that topic in depth with clustered content (pillar pages + supporting posts).	☐ 0 ☐ 1 ☐ 2
2.3 Your content shows first-hand experience (data, tests, cases), not summarized fluff.	☐ 0 ☐ 1 ☐ 2
2.4 Authors have real, verifiable credentials and bio pages (E-E-A-T).	☐ 0 ☐ 1 ☐ 2
2.5 People in your niche name you as a go-to source, unprompted.	☐ 0 ☐ 1 ☐ 2

PILLAR 2 SUBTOTAL: _____ / 10

PILLAR 3 • ANSWER EXTRACTABILITY

Can an AI lift a clean answer straight off your page?

CRITERION	SCORE
3.1 Your content answers the question directly, up top, not after 800 words of intro.	☐ 0 ☐ 1 ☐ 2
3.2 You use clean semantic structure: real H1–H3 headings, short paragraphs.	☐ 0 ☐ 1 ☐ 2
3.3 Key facts sit in scannable formats – lists, tables, definitions, TL; DRs.	☐ 0 ☐ 1 ☐ 2
3.4 You use relevant schema (FAQPage, Article, HowTo, Product).	☐ 0 ☐ 1 ☐ 2
3.5 Your statements are self-contained (they make sense pulled out of context).	☐ 0 ☐ 1 ☐ 2

PILLAR 3 SUBTOTAL: _____ / 10

PILLAR 4 • SOURCES CONSENSUS

Does the rest of the web agree you're credible?

CRITERION	SCORE
4.1 Authoritative third-party sites cite or reference you.	☐ 0 ☐ 1 ☐ 2

CRITERION	SCORE
4.2 You appear where LLMs fetch – Reddit, YouTube, Wikipedia, industry press.	☐ 0 ☐ 1 ☐ 2
4.3 The facts about you are consistent across the web (no conflicting info).	☐ 0 ☐ 1 ☐ 2
4.4 You have real reviews/testimonials / social proof others can verify.	☐ 0 ☐ 1 ☐ 2
4.5 Multiple independent sources say the same positive thing about you.	☐ 0 ☐ 1 ☐ 2

PILLAR 4 SUBTOTAL: _____ / 10

PILLAR 5 · CONTENT FRESHNESS

Is your presence alive and current – or a 2021 time capsule?

CRITERION	SCORE
5.1 Your key pages show a visible, honest “last updated” date.	☐ 0 ☐ 1 ☐ 2
5.2 You publish or update on a regular cadence, not irregularly.	☐ 0 ☐ 1 ☐ 2
5.3 Outdated stats, dead links, and stale claims get removed or refreshed.	☐ 0 ☐ 1 ☐ 2
5.4 Your schema includes accurate dateModified signals.	☐ 0 ☐ 1 ☐ 2
5.5 You cover recent developments in your niche while they’re still current.	☐ 0 ☐ 1 ☐ 2

PILLAR 5 SUBTOTAL: _____ / 10

YOUR SCORE

PILLAR	SCORE
1 · Entity Recognition	_____ / 10
2 · Topical Authority	_____ / 10
3 · Answer Extractability	_____ / 10

PILLAR	SCORE
4 · Sources Consensus	_____ / 10
5 · Content Freshness	_____ / 10
TOTAL	_____ / 50

WHAT YOUR TOTAL MEANS

0–20 · INVISIBLE. AI doesn't know you exist or can't trust you. Every citation is going to a competitor. Start with Entity Recognition.

21–35 · EMERGING. You're on the radar but inconsistent. AI names you sometimes, wrongly other times. Fix your weakest two pillars.

36–45 · COMPETITIVE. You show up and get cited in your core topics. Now defend and expand – freshness and consensus win here.

46–50 · AI-VISIBLE. You're a cited authority. Protect the moat, monitor how AI describes you, and set the standard others copy.

YOUR WEAKEST PILLAR

Weakest pillar: _____ **Score:** _____ / 10

This is your highest-leverage fix. A single weak pillar can keep you from getting AI answers, even if the other four are strong.

YOUR 30-DAY RESET

Pick one action per week targeting your weakest pillars. Write them down – this is the plan you leave with.

Week 1 – Fix the entity: _____

Week 2 – Make it extractable: _____

Week 3 – Build consensus: _____

Week 4 – Refresh & publish: _____

THE WORKSHOP ENDS WHEN YOU CLOSE YOUR LAPTOP. THE WORK STARTS WHEN YOU OPEN THE AUDIT.

Scored low and want a second opinion – or a full AI Visibility audit of your brand? Email me your total and your weakest pillar.

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The Citation Stack framework – from the longitudinal “Great Blogging Collapse” study, 100 sites tracked 2022–2026.