

The AI Visibility Audit.

Score your brand on the five steps that decide whether ChatGPT, Perplexity, Gemini, Google AI Mode and Claude name you, recommend you and link to you.

01

Entity Clarity

Does AI know who you are?

02

AI Crawlability

Can AI reach and read you?

03

Content

Is it worth citing, and easy to lift?

04

External Authority & Consensus

Does the web vouch for you?

05

Measurement

Is AI actually naming you?

Ranking #1 means nothing if the AI names **someone else.**

AI assistants now answer before the click, and they decide which brands get named. This audit scores the four signals that make AI understand, reach, quote and trust you, then measures whether it's working.

BEFORE YOU START, WRITE DOWN

- **5 buyer prompts** – unbranded questions customers ask AI: "best [service] for [audience]".
- **3 competitors** – the brands you actually lose deals to.
- **Your top 5 pages** – homepage plus the pages that earn leads or revenue.

HOW SCORING WORKS

- Each step has **5 criteria**, scored **0 = No · 1 = Partly · 2 = Yes**.
- Each step is out of **10**. The total is out of **50**.
- A 2 needs evidence you can point to. When in doubt, score lower.

THE ORDER MATTERS

- 1 Steps 1–4** score your signals: who you are, whether AI can reach you, what you publish, who vouches for you.
- 2 Step 5** runs the prompt test and checks your scores against what AI actually says about you.
- 3 The scorecard** shows your weakest step. That's where your 30-day reset starts.

Time needed: 60–90 minutes for the first run, about 30 minutes for each monthly re-test.

01

Entity Clarity

Does AI know exactly who you are, what you do and who you serve? If AI can't resolve your brand into one clear entity, it can't recommend you with confidence.

#	CRITERION	HOW TO CHECK	A 2 LOOKS LIKE	SCORE
1.1	One name, one spelling, one description everywhere	Compare your site, LinkedIn, Crunchbase, social bios and directories	Identical name and one-line description on every profile	0 1 2
1.2	A clear "what we do, for whom" statement	Read your homepage hero and About page as a stranger would	Category, audience and differentiator in the first two sentences	0 1 2
1.3	Organization / Person schema with sameAs	Paste your homepage into validator.schema.org	Valid schema naming the brand, founder and every official profile	0 1 2
1.4	Recognized in entity databases	Search your name in Google; check Wikidata and Wikipedia	Knowledge Panel or a Wikidata item with correct facts	0 1 2
1.5	AI describes you correctly	Ask ChatGPT, Perplexity and AI Mode "Who is [brand]?" and "What does [brand] do?"	Accurate category, offer and audience on every assistant	0 1 2

STEP 01 SUBTOTAL

/ 10

Fastest win: write one canonical brand description (category + audience + differentiator) and paste it, word for word, on every profile you own.

02

AI
Crawlability

Can AI systems reach, render and read your pages? A 0 on 2.1 or 2.2 caps your real visibility whatever your total says. Fix those first.

#	CRITERION	HOW TO CHECK	A 2 LOOKS LIKE	SCORE
2.1	robots.txt allows the AI answer bots you want	Read yourdomain.com/robots.txt for rules on OAI-SearchBot, ChatGPT-User, PerplexityBot, Claude-SearchBot, Googlebot, Bingbot	Answer and search bots allowed on all priority pages	0 1 2
2.2	Firewall, WAF or CDN isn't silently blocking AI bots	Cloudflare and similar: review bot and AI crawler settings, which can block AI agents even when robots.txt allows them	No AI-bot blocking rules on priority pages	0 1 2
2.3	AI crawlers get clean 200 responses	Filter server or CDN logs by AI user agents; look for 403, 429 and 5xx	AI bots seen in logs with no error pattern	0 1 2
2.4	Key content is in the HTML, not behind JavaScript	View page source (not Inspect) and search for your main heading and key facts	Headings, answers, prices and facts all present in raw HTML	0 1 2
2.5	New and updated pages are discovered fast	Check IndexNow, sitemap lastmod values, and Google and Bing submissions	IndexNow on, accurate lastmod, sitemap submitted to both engines	0 1 2

STEP 02 SUBTOTAL

/ 10

Training bots vs answer bots: blocking training crawlers such as GPTBot or Google-Extended is a business decision. Blocking the bots that fetch live answers makes you invisible.

03

Content

Is your content worth citing, and easy for AI to lift a clean answer from? Depth earns the citation. Structure and freshness make it easy to take.

#	CRITERION	HOW TO CHECK	A 2 LOOKS LIKE	SCORE
3.1	Depth on one clear topic	Map your pillar pages and the posts that support them	One primary topic in interlinked clusters; nothing off-topic diluting it	0 1 2
3.2	Covers the questions buyers ask AI	Compare your 5 buyer prompts with your pages	A page answers each prompt, plus its comparisons and follow-ups	0 1 2
3.3	Answer-first, extractable structure	Read the first 100 words; check headings and formats	Answer up top; tables for comparisons, steps for how-tos, FAQs only for real recurring questions; sentences that stand alone	0 1 2
3.4	Original, first-hand evidence from real experts	Look for your own data, tests and cases; check bylines	Original research others could cite, by named authors with verifiable bios	0 1 2
3.5	Fresh and accurate	Check dates, old stats and dead links; compare schema dateModified	Honest visible dates, current figures, a regular update cadence	0 1 2

STEP 03 SUBTOTAL

/ 10

The extraction test: copy any key sentence off your page. If it still makes sense on its own, with the brand and subject named, AI can quote it.

04

External Authority & Consensus

Does the rest of the web vouch for you, and does it agree? AI trusts what independent sources repeat, not what you say about yourself.

#	CRITERION	HOW TO CHECK	A 2 LOOKS LIKE	SCORE
4.1	You're on the sources AI cites for your prompts	Run your buyer prompts in Perplexity and AI Mode; list the cited domains	You appear on at least half the domains AI cites for your category	0 1 2
4.2	Authoritative third parties mention you	Search "Your Brand" - site:yourdomain.com; review backlinks and unlinked mentions	Press, podcasts and industry sites naming you, linked and unlinked	0 1 2
4.3	Presence where LLMs fetch	Search your brand on Reddit, YouTube, Wikipedia and niche communities	Genuine, active presence on 3+ of these	0 1 2
4.4	Consistent facts and verifiable proof	Compare founding date, pricing and services across sources; check G2, Trustpilot, Google Business, Clutch	No conflicting facts; recent third-party reviews, not only on-site testimonials	0 1 2
4.5	Co-citation with your priority topics	Search "[topic] + [brand]" and read who mentions you together	Independent sources name you beside your core topic and competitors	0 1 2

STEP 04 SUBTOTAL

/ 10

Your PR target list is already written: the domains AI cites for your buyer prompts. Pitch those first, with data or expert commentary they can quote.

05

Measurement

Is AI actually naming you, and is it driving business? Steps 1–4 score your signals. This step measures the outcome and keeps you honest.

RUN THE PROMPT TEST

- 1 Use a logged-out, Temporary or Incognito session.
- 2 Test 4+ assistants: ChatGPT, Perplexity, Google AI Mode or Gemini, and Claude or Copilot.
- 3 Run each buyer prompt **3 times per assistant** on different days: 60 runs minimum.
- 4 Ask unbranded first, then add a constraint (budget, audience, location).
- 5 Finish with head-to-heads: "[Brand] vs [Competitor] for [need]".
- 6 Save the prompt, assistant, date and full answer for every run.

READ THIS FIRST

AI answers are probabilistic. One response proves nothing. Judge the pattern across runs, per assistant.

YOUR RATES

Visibility Rate

named ÷ total runs = _____ %

Recommendation Rate

recommended ÷ total runs = _____ %

Citation Rate

linked ÷ total runs = _____ %

Top competitor _____ at _____ %

DATE	ASSISTANT	PROMPT	NAMED	RECOM.	LINKED	ACCURATE
			Y / N	Y / N	Y / N	Y / N / ~
			Y / N	Y / N	Y / N	Y / N / ~
			Y / N	Y / N	Y / N	Y / N / ~
			Y / N	Y / N	Y / N	Y / N / ~

Can you prove it's working?

A good Visibility Rate you can't reproduce next month is luck. Score the system that measures it.

#	CRITERION	HOW TO CHECK	A 2 LOOKS LIKE	SCORE
5.1	A fixed prompt set mapped to buyer intent	Do you have written prompts, reused every test?	5+ unbranded buyer prompts plus head-to-heads, unchanged month to month	0 1 2
5.2	A repeatable multi-assistant test	Check your last test against the protocol	Monthly, 4+ assistants, multiple runs, every answer saved	0 1 2
5.3	AI referral traffic and conversions tracked	GA4: a channel group for chatgpt.com, perplexity.ai, gemini.google.com, copilot.microsoft.com, claude.ai	AI visits, leads and revenue reported separately	0 1 2
5.4	First-party AI and crawler data reviewed	Bing Webmaster Tools and Search Console AI reports where available; Microsoft Clarity; server logs	Reviewed at least monthly	0 1 2
5.5	One shared scorecard with a baseline	Is there a single sheet with Month 0 numbers?	Visibility, Recommendation and Citation Rates, accuracy and competitors tracked over time	0 1 2

STEP 05 SUBTOTAL

/ 10

Re-run the prompt test monthly with the same prompts and assistants. Re-score all five steps every quarter. Monthly tests show the trend; quarterly scoring shows why it moved.

**Your total says where you stand.
Your weakest step says where to start.**

STEP	SCORE
01 · Entity Clarity	____ / 10
02 · AI Crawlability	____ / 10
03 · Content	____ / 10
04 · External Authority & Consensus	____ / 10
05 · Measurement	____ / 10
TOTAL	____ / 50
Visibility Rate (Step 05)	____ %

WHAT YOUR TOTAL MEANS

0-20

Invisible

AI doesn't know you, can't reach you or can't trust you. Start with Steps 01 and 02.

21-35

Emerging

On the radar but inconsistent, sometimes named wrongly. Fix your weakest two steps.

36-45

Competitive

Cited in your core topics. Defend and expand: freshness and consensus win here.

46-50

AI-Visible

A cited authority. Protect the moat and monitor how AI describes you.

Read your score against your **Visibility Rate**.

Steps 1–4 measure your signals. The Visibility Rate measures the outcome. Where they disagree is the most useful finding in this audit.

STEPS 1–4 SCORE (OF 40)	VISIBILITY RATE	WHAT IT USUALLY MEANS
High (28+)	Low (under 20%)	Your site is ready but the web doesn't vouch for you. Look at Step 04, then recheck 2.1 and 2.2.
Low (under 17)	Decent (20%+)	You're riding brand history or one big mention. Fragile: shore up Steps 01 and 03.
High	High	Defend. Shift effort to content freshness and to how accurately AI describes you.
Low	Low	Start with Steps 01 and 02. Content and PR won't land until AI can find and identify you.

WEAKEST STEP

Score: _____ / 10

SECOND WEAKEST

Score: _____ / 10

One weak step can keep you out of AI answers even when the other four are strong.

One action per week. Write it down now.

Aim at your lowest scores, in framework order. A 0 on 2.1 or 2.2 jumps the queue.

☐

WK 1

Clarify the entity, open the doors _____

☐

WK 2

Fix the content _____

☐

WK 3

Build authority and consensus _____

☐

WK 4

Measure and set the baseline _____

ACTION MENU

STEP	HIGH-LEVERAGE ACTIONS
01 · Entity Clarity	One canonical brand description everywhere; Organization/Person schema with sameAs; create or fix your Wikidata item; claim Crunchbase, LinkedIn and niche directory profiles
02 · AI Crawlability	Unblock answer bots in robots.txt and CDN; fix 4xx/5xx for AI user agents; server-render key content; enable IndexNow
03 · Content	A page for each buyer prompt; answer-first openings; comparisons as tables; one piece of original data; refresh top pages with current stats
04 · Authority & Consensus	Pitch the publications AI already cites; answer HARO or Qwoted requests with data; join genuine Reddit and YouTube conversations; fix conflicting facts; collect third-party reviews
05 · Measurement	Lock your prompt set; run the 60-run baseline; set up an AI channel in GA4; start the shared scorecard

Scored low? Score and rate don't agree?

Email me your total, your Visibility Rate and your weakest step. I'll send a second opinion, or scope a full AI Visibility audit of your brand.

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Built on the AI Visibility Framework and the longitudinal "Great Blogging Collapse" study: 100 sites tracked 2022–2026.