citedby[1]

The 10-point AI visibility checklist

Is ChatGPT recommending your business, or your competitor? Find out in under an hour.

You asked: "Who's the best AC repair in Miami?"

"Here are three highly rated options: Arctic Air Pros[1], Breeze HVAC[2] and CoolZone Services[3]. Each offers same-day repairs and..."

Your business isn't in the answer.

A free guide for small businesses and online stores. 2026 edition.

Search has changed. Has your business?

More customers now ask ChatGPT, Perplexity, Gemini and Google's AI Overviews for a recommendation instead of scrolling through ten links. An AI answer usually names just two or three businesses. If you aren't one of them, that customer never hears about you.

2-3

businesses named in a typical AI answer

10

checks to see where you stand

1 hour

or less to complete

How to use it

Tick every box you can honestly answer "yes" to. Each one is worth a point. Your score and what to do next are on the last page.

Find out where you stand

- [ ] **Run the AI mirror test** [1]

  Open ChatGPT, Perplexity and Gemini and ask:

  "What are the best [your service] in [your city]?"

  "Who would you recommend for [the problem you solve]?"

  Write down who gets named. If it isn't you, every point that follows matters.

- [ ] **Complete your Google Business Profile** [2]

  AI tools pull heavily from Google's local data. Fill in every field: categories, services, hours, attributes, at least ten real photos and a description that says what you do, where and for whom.

Make machines understand you

☐ Use one name, address and phone everywhere [3]

"Joe's AC Repair LLC" on your site, "Joes A/C" on Yelp and an old number on Facebook confuse machines. Pick one version and use it on your website, Google, Yelp, Facebook, Apple Maps, Bing Places and industry directories.

☐ Make every page answer the buyer's questions [4]

AI engines and scrapers don't see your design. They read the text and look for direct answers. Every service and product page should answer, in plain words:

- **What is it and who is it for?** "[Product] is a [type] for [who] that [solves what]."
- **Why does it work?** Name the real ingredient, feature or technology.
- **The facts, in a table:** specs, sizes, price, ingredients.
- **How do I use it?** Steps, dosage, setup or a transition plan.
- **FAQ:** five to eight real customer questions, each answered in the first sentence.

Vague
"The best premium food for your beloved pet!"

Citable
"Hydrolyzed Protein Dog Food is a veterinary diet for adult dogs with food allergies. Its proteins are too small for the immune system to react to."

Real result: an online pet-nutrition store rewrote its product pages this way and made its first sales from ChatGPT recommendations.

☐ Add structured data [5]

Schema markup is a hidden label that tells machines exactly what a page is about. Start with LocalBusiness or Organization, FAQPage, and Product or Service. On WordPress, Shopify or Wix a plugin or app adds it in about 15 minutes.

Earn the AI's trust

- [ ] **Collect reviews that mention specifics** [6]

  "Great service!" helps a little. "They fixed our AC the same day in Kendall for under $200" helps a lot, because AI tools summarize what reviews say. Ask happy customers to mention the service, the place and the result.

- [ ] **Show who's behind the business** [7]

  Add an About page with real names, photos, credentials, years of experience and licenses. AI engines favor sources that show experience, expertise, authority and trust (what Google calls E-E-A-T).

- [ ] **Publish one thing nobody else has** [8]

  Language models love citing original facts: your real prices, a comparison table, a "what we learned from 500 repairs" post, a local cost guide. Generic content gets skipped. Original data gets quoted.

- [ ] **Get mentioned where AI tools look** [9]

  Being talked about matters as much as your own website. Aim for industry directories, local news, Reddit and niche forums, "best of" lists and partner sites.

- [ ] **Don't block AI crawlers by accident** [10]

  Open `yourwebsite.com/robots.txt`. If `GPTBot`, `PerplexityBot`, `ClaudeBot` or `Google-Extended` appear under `Disallow`, you may be hiding from AI answers. Ask whoever runs your site to check it.

Your score

Count your ticked boxes.

8–10
You're ahead of most small businesses. Next step: earn more citations.

4–7
The foundations are there, but AI tools probably prefer your competitors.

0–3
You're likely invisible to AI search. Most of the fixes are quick.

The goal: this answer, with your name in it

"Who's the best AC repair in Miami?"

"A strong choice is Your Business, a licensed local team with same-day service and detailed customer reviews..."

Get there in one weekend

The AI Search Visibility Kit turns this checklist into a step-by-step plan.

- 25 audit prompts and a scoring sheet
- Copy-paste schema for WordPress, Shopify and Wix
- AI-ready product page template and generator prompt
- A real AI visibility audit from an online store
- A 30-day plan with one task per day

Get the kit Launch price $29

Questions? Reply to the email this checklist came with. A real person reads every reply.