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AI Search Visibility Kit

Get your business recommended by ChatGPT, Perplexity and Google AI Overviews, in one weekend, without an agency.

"Who do you recommend for this?"

"A strong choice is your business[1], with clear prices, real reviews and answers to the exact question..."

[1] **yourbusiness.com** · cited as the source

2026 edition

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What's inside

Nine short parts. Read Part 1, run the audit, then follow the 30-day plan.

1 **Quick start**
How AI tools pick who to recommend

2 **The AI visibility audit**
25 prompts and a scoring system

3 **Entity and trust foundations**
Become a business the AI is sure about

4 **Copy-paste schema templates**
Label your facts for machines

5 **Answer-first pages**
Write content AI tools can quote

5b **AI-ready product pages**
The template behind real ChatGPT sales

6 **The citability playbook**
Give AI a reason to cite you

7 **Real case study**
An online pet-nutrition store in Mexico

8 **Your 30-day plan**
One task per day

Also in your download

- Audit scoring sheet (CSV, opens in Google Sheets or Excel)
- 30-day tracker (CSV)
- Product page generator prompt (TXT)

What changed

Your customers used to type "AC repair Miami" into Google and pick from ten links. Now a growing share ask ChatGPT, Perplexity, Gemini or Google's AI Overviews, and get **one answer** that names two or three businesses. Those businesses get the call. Everyone else is invisible.

How AI tools pick who to recommend

AI search tools work in three steps:

1. **Retrieve.** They search the web (and their training data) for pages related to the question.
2. **Understand.** They pull out facts they can trust: who you are, what you sell, where, at what price, and what others say about you.
3. **Cite.** They write an answer and name the sources that gave them the clearest, most trustworthy facts.

Each step has its own fix:

Step	What the AI needs	Where this kit helps
Retrieve	Your pages can be crawled and found	Part 3 (technical basics), Part 4 (schema)
Understand	Clear, structured, factual content	Part 5 (answer-first pages), Part 5b (product pages)
Cite	Trust signals and outside mentions	Part 3 (entity and trust), Part 6 (citability)

SEO vs. AEO in one table

Classic SEO	AEO (answer engine optimization)
Goal: rank in the top 10 links	Goal: be named in the answer
Keywords	Questions and entities
Long pages for "content depth"	Direct answers, facts, tables
Backlinks	Backlinks **and** mentions, reviews, consistent data
Click-through rate	Being quoted, and the high-intent visit that follows

The good news: everything that helps AEO also helps your Google rankings. You aren't choosing one over the other.

Before you start

- Use a **private or incognito window** and sign out of the AI tools when possible, so your past chats don't personalize the answers.
- Test in **ChatGPT, Perplexity, Gemini and Google** (look for the AI Overview at the top of results).
- Replace the brackets with your details. Use the words your customers use, not your industry jargon.
- Record every answer in the scoring sheet (`audit_scoring_sheet.csv`).

The 25 audit prompts

A. Discovery: does the AI know you exist when people ask for options?

1. What are the best [service/product] in [city]?
2. Who would you recommend for [specific problem] in [city/area]?
3. I need [service] urgently in [neighborhood]. Who should I call?
4. What's the best place to buy [product] online?
5. Which [type of business] in [city] has the best reviews?
6. Give me 5 [service] providers near [landmark or zip code].
7. What are affordable options for [service/product] in [city]?

B. Comparison: do you win when people compare?

8. [Your business] vs. [Competitor]: which is better for [need]?
9. What are the alternatives to [Competitor]?
0. Which is better for [specific customer type]: [you], [competitor A] or [competitor B]?
1. What's the difference between [your product] and [competitor product]?

C. Knowledge: does the AI describe you correctly?

2. What is [Your Business]?
3. What does [Your Business] offer and how much does it cost?
4. Where is [Your Business] located and what are its hours?
5. Is [Your Business] legit / trustworthy?
6. What do customers say about [Your Business]?
7. Who owns or runs [Your Business]?

D. Problem and intent: are you the answer to your customers' real problems?

8. How do I fix [common problem you solve]?
9. How much does [service] cost in [city]?
0. What should I look for when choosing a [service provider/product]?

1. What's the best [product] for [specific situation, e.g., "a dog with food allergies"]?
2. Is it worth paying for [your service] or can I do it myself?

E. Product specifics (online stores)

3. What's the best [product category] for [use case] under [price]?
4. Where can I buy [exact product name] with fast shipping to [country/city]?
5. Which brand of [product] do experts recommend for [need]?

How to score each answer

Result	Points
You're named first or recommended directly	3
You're named among several options	2
You're mentioned but with wrong or outdated info	1
You're not mentioned at all	0

Also note **who** is named instead of you, and **which sources** the AI cites (Perplexity and Google show links; ChatGPT often does when browsing). Those sources are your roadmap: they show where the AI looks.

Reading your score (out of 75 per tool)

- **50-75:** Strong. Focus on Part 6 to keep and grow citations.
- **25-49:** Visible but losing to competitors. Parts 3–5 will move you up.
- **0-24:** Mostly invisible. Start with Part 3 today; it fixes the most common blockers.

The competitor gap list

For your top three competitors, write down:

1. Which prompts name them but not you
2. Which sites the AI cites for them (directories, review sites, articles)
3. What facts the AI repeats about them (prices, specialties, years in business)

Anything on this list that you can match honestly becomes a task in your 30-day plan.

```
  "description": "[Your entity statement from Part 3]",
  "url": "https://[yourwebsite.com]/",
  "logo": "https://[yourwebsite.com]/logo.png",
  "image": "https://[yourwebsite.com]/photo-of-team-or-premises.jpg",
  "telephone": "+1-[305-555-0123]",
  "email": "[hello@yourwebsite.com]",
  "priceRange": "[$$]",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "[123 Main St, Suite 4]",
    "addressLocality": "[Miami]",
    "addressRegion": "[FL]",
    "postalCode": "[33186]",
    "addressCountry": "[US]"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": [25.6866],
    "longitude": [-80.4234]
  },
  "areaServed": ["[Kendall]", "[Westchester]", "[The Hammocks]"],
  "openingHoursSpecification": [
    {
      "@type": "OpeningHoursSpecification",
      "dayOfWeek": ["Monday","Tuesday","Wednesday","Thursday","Friday"],
      "opens": "[08:00]",
      "closes": "[18:00]"
    }
  ],
  "founder": {
    "@type": "Person",
    "name": "[Owner Name]",
    "jobTitle": "[Owner and licensed technician]"
  },
  "foundingDate": "[2016]",
  "sameAs": [
    "https://www.google.com/maps?cid=[your-google-business-id]",
    "https://www.facebook.com/[yourpage]",
    "https://www.yelp.com/biz/[yourbusiness]",
    "https://www.linkedin.com/company/[yourcompany]"
  ]
}
</script>
```

Tips

- Get latitude and longitude by right-clicking your location in Google Maps.
- 24/7 businesses: use `"opens": "00:00"` and `"closes": "23:59"` for every day.
- `sameAs` is one of the most powerful lines for AI: it ties together all the profiles from Part 3 as **one entity**. List every profile you claimed.
- No public address (you go to customers)? Remove `streetAddress` and `geo`, keep city, region and country, and rely on `areaServed`.

6 Use the customer's question as the heading.

Headings like "How much does it cost?", "Is it safe for puppies?", "How long does installation take?" match the way people talk to AI tools.

5.2 Where to find the questions

Your best headings come from real customers:

- Questions you get on the phone, by email, WhatsApp or chat
- Google's "People also ask" box for your main keywords
- The prompts from your audit (Part 2) where competitors won
- Reddit and niche forums: search `[your service or product] site:reddit.com`
- Your Google Business Profile Q&A and reviews
- Ask an AI tool directly: *"What questions do people usually ask before buying [product/service]?"*

Collect 15–30 questions. Group them by page. Every question becomes either a heading or an FAQ item.

5.3 Five page templates

Template A: Service page

Copy and paste

```
H1: [Service] in [City/Area]
Opening paragraph (2–3 sentences): what the service is, who it's for,
  where you offer it, and one fact that sets you apart.
Quick facts table: price or "from" price · duration · area served ·
  availability · guarantee · licenses
H2: What's included in [service]?        → bullet list
H2: How much does [service] cost in [city]?  → answer + price table
H2: How long does [service] take?          → direct answer
H2: How do I know I need [service]?        → list of signs/symptoms
H2: Why choose [Business]?                 → 3–4 facts, not adjectives
H2: Frequently asked questions             → 5–8 Q&As (+ FAQPage schema)
Call to action: phone, booking link, hours
```

Template B: Location page (one per city or area you serve)

Copy and paste

```
H1: [Service] in [Neighborhood/City]
Opening: "[Business] provides [service] in [area], including [nearby areas].
```

Day	Task	Kit part
16	Online stores: generate 5 product pages with the prompt. Services: write one location page	5b.4 / 5.3 B
17	Review every number in yesterday's pages against the source. Publish	5b.3
18	Build your FAQ hub page with FAQPage schema	5.3 E
19	Send the review request to your last 10–20 customers	3.6
20	Test all new pages in the Rich Results Test. Fix errors	4
21	Rest day, or catch up	

Week 4: Become the source AI tools cite

Day	Task	Kit part
22	Choose your first citable asset (price guide, data post or comparison)	6.2
23	Create and publish it, with a date and a named author or reviewer	6.2
24	Start your glossary: 10 terms linked to products or services	6.2
25	Build your mention target list from the audit sources	6.3
26	Pitch or submit to 3 sources on that list	6.3
27	Answer 3 questions helpfully on Reddit or a niche forum	6.3
28	Online stores: 5 more product pages. Services: one more location page	5 / 5b
29	Re-run your top 10 audit prompts. Compare with Day 1	2
30	Plan the next 30 days: what moved, what didn't, which pages come next	

What to expect

- **Weeks 1-2:** changes to profiles and schema are picked up by search engines within days to a few weeks.
- **Weeks 3-6:** AI tools that search the web live (Perplexity, ChatGPT search, Google AI Overviews) can start reflecting improved pages.
- **Months 2-6:** mentions, reviews and citable assets build up. This is where most businesses see the clearest gains.