

AI Visibility Checklist

Is Your Website Visible to ChatGPT, Perplexity, and Claude?

Use this checklist to identify gaps preventing your website from being cited in AI search results. Each section corresponds to a critical pillar of AI visibility.

0. Brand Foundation & Consistency

Goal: Ensure AI platforms recognize your brand as a credible, consistent entity across the web.

- Brand name, logo, and messaging are identical across all online properties
- Wikipedia page exists (if applicable) with accurate, current information
- Company has claimed awards, certifications, or industry recognition featured on website
- Positive reviews visible on Google, G2, Capterra, or Trustpilot
- Brand is consistently mentioned in relevant industry contexts (reports, news, comparisons)
- Home and About pages clearly communicate expertise and trust signals
- Any inaccurate brand information on third-party sites has been corrected

Quick Win: Google your brand + competitors. Identify which third-party sites list incorrect or outdated information about your company and submit corrections.

1. Content Structure & Readability

Goal: Make your content easy for AI platforms to understand and extract answers from.

- Top blog posts include TL;DR summaries at the beginning (30-50 words)
- Headings are phrased as questions people actually ask (e.g., "How does X work?" vs "Understanding X")
- Each page has one clear H1 title with organized H2/H3 subheadings
- Complex concepts are broken into bullet lists, tables, or comparison charts
- Key takeaways are highlighted in summary boxes or callouts
- Paragraphs are short (3-5 sentences) and scannable on mobile
- Each section can stand alone without requiring readers to reference earlier content
- Technical terms are defined the first time they appear
- FAQs address common questions with original, valuable answers

Quick Win: Pick your top 5 performing blog posts and add TL;DR summaries + question-based headings this week.

2. Technical Foundation

Goal: Ensure AI bots can access and understand your website's content.

- Website allows AI bots to crawl (ChatGPT-User, Claude-Web, PerplexityBot)
- If using Cloudflare, verify firewall settings don't block AI platform crawlers
- Blog posts include structured data (Article Schema, FAQ Schema)
- Company information includes Organization Schema
- Author bylines include structured data showing expertise
- Website loads quickly on mobile (under 3 seconds)
- Content uses clean HTML with proper heading hierarchy
- XML sitemap is updated and submitted to Google and Bing
- Broken or hallucinated URLs redirect to relevant content

Quick Win: Have your technical team verify robots.txt allows AI bots and check Cloudflare isn't blocking them by default.

3. Authority & Credibility Signals

Goal: Demonstrate that your company and team are trusted experts worth citing.

- Author bios detail specific credentials, experience, and industry background
- Content cites reputable data sources with links
- Articles include publication dates and "last updated" timestamps
- Company expertise is demonstrated through original research, data, or case studies
- Industry certifications, awards, or recognition are visible on relevant pages
- Content shows real implementation experience, not just theory
- Team members have professional profiles on LinkedIn with consistent titles/roles

Quick Win: Create detailed author bios for your top 3 content contributors and add them to all their articles.

4. Entity Recognition & Brand Consistency

Goal: Help AI platforms recognize your brand as a consistent, credible entity.

- Company name, address, and phone are identical across all online profiles
- Brand name appears consistently (same capitalization, spacing) everywhere
- Product names match exactly across website, directories, and third-party sites
- Google Business Profile is claimed and optimized (even for SaaS companies)
- Social media profiles are complete, current, and use consistent branding
- Review sites (G2, Capterra, TrustRadius) have accurate, updated information

- Key executives have consistent titles/descriptions across platforms
- Wikipedia page exists (if applicable) with accurate, well-sourced information

Quick Win: Audit your top 10 online profiles and standardize your company name, product names, and key executive titles.

5. Citation-Worthiness

Goal: Create content that AI platforms consider worth referencing to their users.

- Content includes specific statistics, data points, and numbers
- Articles feature original research, surveys, or proprietary analysis
- Case studies provide concrete results and methodologies
- Expert interviews or quotes from recognized industry authorities
- Comprehensive guides that thoroughly cover important topics
- Tool/product comparisons with detailed feature analysis
- How-to content with step-by-step instructions and real examples
- Main conclusions are explicitly stated (not left for readers to infer)
- Content enriched with original images, videos, or interactive elements
- Content is repurposed into multiple formats (videos, infographics, social posts) and distributed across relevant platforms (LinkedIn, YouTube, Reddit)

Quick Win: Identify your top-performing article and add 3-5 quotable statistics with clear source citations, then repurpose it into a LinkedIn carousel or video.

6. Distribution & External Authority

Goal: Build third-party validation that signals credibility to AI platforms.

- Published guest posts on authoritative industry publications
- Featured in or cited by respected media outlets in your space
- Partnerships or collaborations with recognized brands
- Backlinks from sites that AI platforms already cite frequently
- Links and mentions appear near topics relevant to your business (not random/unrelated contexts)
- Partnered with authors or publications already getting cited in AI responses
- Company/executives contribute to industry reports or research
- Speaking engagements at recognized industry conferences
- Brand mentioned in relevant contexts across trusted sources
- Consistent, accurate brand information across third-party sites
- Lost or broken backlinks have been reclaimed

Quick Win: Query ChatGPT/Perplexity for your core topics, identify the publications getting cited most often, and pitch them 2-3 guest content ideas.

7. Auditing & Monitoring

Goal: Track performance and identify opportunities for improvement.

- Benchmark your current visibility in AI responses for core topics
- Regularly test 5-10 key queries in ChatGPT, Perplexity, and Claude
- Document which competitors get cited and what makes their content stand out
- Audit top pages visible in AI responses and optimize underperformers
- Track AI Share of Voice compared to competitors
- Monitor for inaccurate brand information or hallucinations in AI responses
- Identify decaying content (dropping rankings/mentions) and refresh it
- Conduct competitor gap analysis (content, links, AI visibility)
- Track growth in backlinks, citations, and brand mentions
- Measure which of your articles start appearing in AI responses over time

Quick Win: Run your top 5 target queries through ChatGPT, Perplexity, and Claude. Document which competitors appear and take screenshots for baseline tracking.

Priority Assessment

Score Each Section:

Score	Status
0-2 items checked	Critical gap requiring immediate attention
3-5 items checked	Foundational elements in place, needs enhancement
6+ items checked	Strong position, focus on optimization

Where to Start:

Monthly Monitoring

Set up these recurring checks to maintain and grow AI visibility:

AI Response Tracking

- Test 5-10 key queries in ChatGPT, Perplexity, and Claude monthly
- Document which competitors get cited and analyze what makes their content stand out
- Track which of your articles start appearing in AI responses

- Monitor your AI Share of Voice compared to competitors
- Check for brand mentions across AI platforms and verify accuracy

Content Performance

- Review and update your highest-traffic content quarterly
- Identify content with declining rankings or AI mentions
- Track which content formats AI platforms cite most frequently

Authority Signals

- Monitor growth in backlinks and brand mentions around the web
- Track how closely AI connects your brand to key topics
- Check for hallucinations or inaccurate brand information in AI responses

Competitive Intelligence

- Document new competitors appearing in AI responses
- Identify new citation opportunities as AI platforms evolve
- Review competitor content strategies and AI visibility tactics

Getting Started

Week 1: Complete this checklist audit and identify your 3 biggest gaps.

Week 2: Delegate quick wins to appropriate team members (content, technical, marketing).

Week 3-4: Implement foundational fixes based on priority areas.

Week 5+: Develop ongoing processes to make AI optimization part of regular content creation.

Need Help? If multiple categories scored below 3, consider working with specialists who understand AI visibility optimization. Most companies see the fastest results by fixing content structure and technical foundations first, then building authority over time.