

AI visibility checklist

Review the details. Choose one practical next step.

Tick after reviewing. A tick is not a passing grade or an AI visibility score.

Business

City / state

01 BUSINESS DETAILS

- ☐ **Use a recognizable business name**
Compare the website and profiles. Explain trading and legal names when needed.
- ☐ **Confirm how customers can reach you**
Verify contact details, public location or service area, and opening hours.

02 SERVICES AND AREA

- ☐ **Name the services you actually offer**
List priority services in customer language. Exclude work you do not provide.
- ☐ **Explain where and when you work**
Confirm service areas and availability. Remove unsupported timing claims.

03 USEFUL PAGES

- ☐ **Read the key page on a phone**
Open the public page on a phone. Check the service, location, and next step.
- ☐ **Give each priority service a clear destination**
Identify the useful page or section for each priority service and link to it.

04 SEARCH ACCESS

- ☐ **Inspect your important public URLs**
Inspect important public URLs in verified webmaster tools. Record issues.
- ☐ **Keep your sitemap and internal links current**
Check public sitemap entries and navigation links. Fix broken destinations.

05 USEFUL EVIDENCE

- ☐ **Keep evidence behind your claims**
Use original examples and verifiable claims. Correct outdated statements.
- ☐ **Answer a real customer question**
Answer one real customer question with specific, useful information.

06 RECORD AND ACT

- ☐ **Compare like with like**
Record the question, engine, date, place, answer, and sources before comparing.
- ☐ **Choose one change worth verifying**
Choose one evidence-based action. Assign an owner, date, and verification step.

Use the second page to record a few answers and assign one useful action. No ranking, indexing, recommendation, or lead outcome is promised.

From an answer to an action.

Replace the brackets with real details. These are example patterns, not measured popular searches.

1. Who is the best [category] in [city, state]?
2. Which [category] in [city] handles [service]?
3. What services does [business] in [city] offer?

Keep the branded question separate. A missing answer is different from an answer that omits you.

QUESTION 01

Product / model

Date

Place used in the question

What the answer said / business names

Source or cited domain

QUESTION 02

Product / model

Date

Place used in the question

What the answer said / business names

Source or cited domain

QUESTION 03

Product / model

Date

Place used in the question

What the answer said / business names

Source or cited domain

ONE NEXT STEP

Observed issue / evidence

Action to take after checking the evidence

Owner

Target date

How you will verify the work