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PRACTICAL CHECKLIST

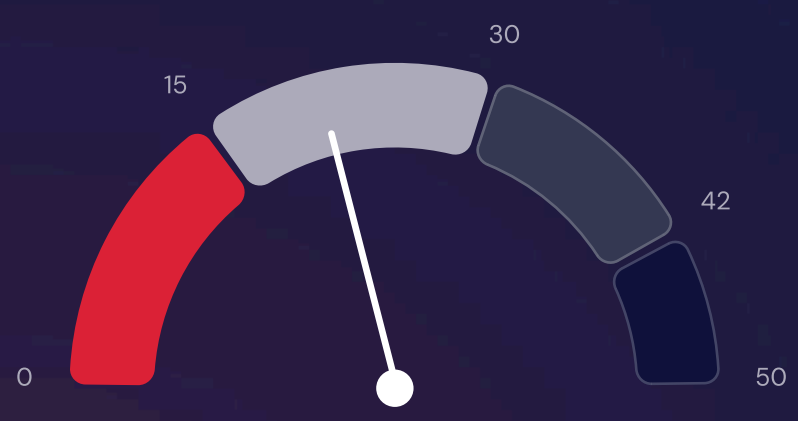
Does AI recommend you?

AI visibility check for buying queries

Find out whether ChatGPT, Gemini, Claude and Perplexity actually recommend your company, and fix the gaps that cost you customers.

EXAMPLE RESULT

Your AI Visibility Score



21 out of 50

Emerging visibility

WHAT YOUR SCORE MEANS

Low visibility	0–15 points
Emerging visibility	16–30 points
Strong visibility	31–42 points
Leading visibility	43–50 points

6 checks • a 50-point score • your top-3 action plan

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BEFORE YOU START

Why AI visibility matters

More and more buyers skip the search results page. They ask an AI assistant *"What's the best option for a company like mine?"* and trust the shortlist they get back. If your company isn't on that shortlist, or is described incorrectly, you lose deals you never knew you were in.

This checklist walks you through six practical checks. Each one shows you what to test, what a good result looks like, and, if you find a problem, the most likely cause and where to start fixing it.

How to use it

1. Work through Steps 1–6 in order. Set aside 60–90 minutes.
2. Run every query in **ChatGPT, Gemini, Claude and Perplexity**, because results differ between tools.
3. Tick a box only when the answer is clearly "yes". A gap you find is a gap you can fix.
4. Add up your ticks to get your AI Visibility Score (out of 50), then use the action sheet to pick your top 3 gaps.

The six steps at a glance

STEP	WHAT YOU CHECK	WHAT YOU LEARN
1	Your AI visibility	Whether AI mentions and recommends you
2	What AI says about you	Whether it describes you correctly
3	Competitor visibility	Who AI recommends instead of you
4	Sources AI uses	Where AI gets its information
5	Your website	Whether machines can understand it
6	Buying-query coverage	Which buying questions you are missing

Run a clean test

- Use a private or logged-out window so your own history doesn't shape the answers.
- Type each query the way a buyer would, and keep the wording identical across assistants.
- Run every query twice in a fresh chat. Count a result only if it holds up most of the time.
- Screenshot what you see and note the date, so you can compare next month.

AI answers change

Answers differ by assistant, by wording and by day. Treat your result as a snapshot of the queries you tested, not a permanent ranking, and re-run the checklist every month.

STEP 1

Check Your AI Visibility

Take **5–10 queries** a potential customer might ask an AI when choosing a product or service. For example:

- *Best [category] for [target customer]*
- *Best [service] for [use case]*
- *[Product category] alternatives*
- *Best companies for [specific problem]*

Tip: include at least two queries that don't contain your brand name. They show whether strangers get pointed to you. Then test each query in ChatGPT, Gemini, Claude and Perplexity.

- [ ] Our company appears
- [ ] Our company is actually **recommended**, not just mentioned
- [ ] We're among the top recommendations
- [ ] Our competitors don't consistently outrank us
- [ ] AI correctly describes what we do

Test log (for your notes, not scored)

QUERY	CHATGPT	GEMINI	CLAUDE	PERPLEXITY

In each cell write Y (appeared), N, or your position in the list.

WHAT GOOD LOOKS LIKE

You appear in most of your queries across at least three of the four assistants, and you are recommended with a reason, not just listed.

If you don't appear

Potential problem: AI doesn't have enough reliable signals connecting your company with this category.

What to fix

- → Make your core category and positioning clearer on your website
- → Create dedicated pages for important use cases
- → Build stronger third-party mentions and reviews
- → Make sure important information is consistent across the web

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STEP 2

Check What AI Says About You

Ask each AI assistant, using your real company name:

- *What does [Company] do?*
- *Who is [Company] best suited for?*
- *What are the strengths and weaknesses of [Company]?*
- *Who are [Company]'s main competitors?*

Compare the answers across assistants. A difference between them is as useful as an outright error.

- [ ] AI describes our company correctly
- [ ] Our target audience is correct
- [ ] Our products/services are correctly understood
- [ ] Our positioning is consistent
- [ ] Our competitors are relevant

Wrong or missing claims I found

WHAT GOOD LOOKS LIKE

All four assistants give a similar, accurate one-line description of what you do and who you do it for, and the competitors they name are ones you actually compete with.

If AI gets you wrong

Potential problem: Your positioning isn't clear or consistent enough across your digital presence.

What to fix

- → Clarify your homepage messaging
- → Create specific product/service pages
- → Use consistent terminology across your website and profiles
- → Strengthen your About and company information
- → Make your expertise easier to understand from third-party sources

STEP 3

Check Your Competitor Visibility

Choose **3–5 competitors** and run the same queries for each company. Track the results:

	YOUR COMPANY	COMP. A	COMP. B	COMP. C	COMP. D	COMP. E
Company name						
Mentioned	☐	☐	☐	☐	☐	☐
Recommended	☐	☐	☐	☐	☐	☐
Top 3	☐	☐	☐	☐	☐	☐
Correctly described	☐	☐	☐	☐	☐	☐

Only the **Your Company** column counts toward your score (4 points). Use fewer competitor columns if you track fewer than five.

Which competitors to include

Use the companies that actually show up in AI answers for your queries, not only the ones you already think of. A competitor you've never considered that appears again and again is worth adding.

- **WHAT GOOD LOOKS LIKE**

Your column is ticked at least as often as the strongest competitor's, and you are "Correctly described" wherever you appear.

If competitors consistently appear more often

Potential problem: They have stronger category authority or more relevant third-party signals.

What to fix

- → Identify which publications and websites mention them
- → Build relevant comparison/use-case content
- → Strengthen reviews and industry profiles
- → Identify content gaps between your site and competitors

STEP 4

Check What Sources AI Uses

When AI recommends a company, look at the sources it cites. Then tick what applies:

- [ ] Our own website is cited
- [ ] Relevant industry publications mention us
- [ ] Review platforms contain accurate information
- [ ] Business directories are up to date
- [ ] LinkedIn/company profiles are consistent
- [ ] Third-party articles describe us correctly

Sources AI cited (write them down)

SOURCE OR URL	ASSISTANT	MENTIONS US?	ACCURATE?

Typical sources include review sites, directories, LinkedIn, industry roundups, community threads and video.

WHAT GOOD LOOKS LIKE

Assistants cite your own site and at least two independent sources, and those sources describe you accurately and consistently.

If AI relies mostly on competitors or third-party sources

What to fix

- → **Don’t just publish more content on your own website.**
- → Build a stronger digital footprint across the places AI already uses to understand your market.

STEP 5

Check Your Website

AI visibility starts with whether machines can actually understand your website.

- [ ] Clear homepage positioning
- [ ] Clear product/service pages
- [ ] Specific pages for important use cases
- [ ] Clear target audience
- [ ] Descriptive page titles and headings
- [ ] Structured data where relevant
- [ ] Internal linking between related pages
- [ ] No important information hidden only behind JavaScript or forms
- [ ] Website is crawlable and indexable
- [ ] Fast and mobile-friendly

Quick technical check

Make sure your robots.txt and any firewall or bot-protection rules don't block AI search crawlers (for example OAI-SearchBot, PerplexityBot and Claude-SearchBot), and that your key pages show their real content in the page source, not only after JavaScript runs. Crawler names change, so confirm the current ones in each vendor's documentation.

WHAT GOOD LOOKS LIKE

Every box is ticked, and someone reading only your homepage and service pages could say what you do, who it's for and why you're different.

If your website is difficult to understand

What to fix first

1. **1.** Clarify what you do
2. **2.** Clarify who you do it for
3. **3.** Create pages around important use cases
4. **4.** Improve information architecture
5. **5.** Make key information easy to crawl and interpret

STEP 6

Check Your “Buying Query” Coverage

This is probably the most valuable step. Write down **20 questions** your customers might ask before buying (the first four rows are prompts to adapt), then mark each one. Each query where **We appear** is ticked scores 1 point.

#	QUERY	WE APPEAR	COMPETITOR APPEARS	PAGE EXISTS
1	*Best X for Y*	☐	☐	☐
2	*X alternatives*	☐	☐	☐
3	*Best X for companies like ours*	☐	☐	☐
4	*X for [use case]*	☐	☐	☐
5		☐	☐	☐
6		☐	☐	☐
7		☐	☐	☐
8		☐	☐	☐
9		☐	☐	☐
10		☐	☐	☐
11		☐	☐	☐
12		☐	☐	☐
13		☐	☐	☐
14		☐	☐	☐
15		☐	☐	☐
16		☐	☐	☐
17		☐	☐	☐
18		☐	☐	☐
19		☐	☐	☐
20		☐	☐	☐

The pattern to look for

If you repeatedly see **Competitor ✓ / You ✗ / Relevant page ✗**, you’ve found an obvious content and visibility opportunity. Build the missing page for that query first.

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FINISH

Your AI Visibility Score

Give yourself **1 point for every checked item** (your own column in Step 3, and each “We appear” in Step 6). Maximum: **50 points**.

STEP	WHAT COUNTS	MAX	YOUR SCORE
1 AI visibility	Checked items	5	
2 What AI says	Checked items	5	
3 Competitors	Your Company column	4	
4 Sources	Checked items	6	
5 Website	Checked items	10	
6 Buying queries	“We appear” ticks	20	
Total		**50**	

Your range

0–15 — **Low Visibility**
AI has limited understanding of your company or category.

16–30 — **Emerging Visibility**
You appear in some relevant queries but have significant gaps.

31–42 — **Strong Visibility**
AI understands and recommends your company for many relevant buying queries.

43–50 — **Leading Visibility**
AI consistently understands, recommends and describes your company correctly.

One important warning

Your score isn’t the goal. Your gaps are. Use this checklist to identify where AI visibility is being lost, then prioritize the fixes that can influence real buying queries.

Answers change, so re-run the checklist monthly and compare your score with this one.

YOUR ACTION SHEET

Your top 3 gaps

A score tells you where you stand; this sheet tells you what to do next. Pick the **three gaps** most likely to affect real buying queries and write down the first fix for each.

● GAP 1	
WHERE I FOUND IT	Step ___
WHY IT MATTERS	
FIRST FIX	
OWNER & DEADLINE	

● GAP 2	
WHERE I FOUND IT	Step ___
WHY IT MATTERS	
FIRST FIX	
OWNER & DEADLINE	

● GAP 3	
WHERE I FOUND IT	Step ___
WHY IT MATTERS	
FIRST FIX	
OWNER & DEADLINE	

Found gaps you don’t know how to fix? The next page shows how RapidDev can help.

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Found gaps you don't know how to fix?

Skip the guesswork. Get a **RapidDev AI Visibility & Growth Review** and a clear plan to get AI assistants recommending your company, faster.

WHAT YOU GET

- ✓ **See exactly where you're losing buyers.** The buying questions AI answers without you, and who it recommends instead.
- ✓ **Know what to fix first.** Every gap ranked by impact, so your effort goes where it gets you recommended soonest.
- ✓ **Get a step-by-step action plan.** Quick wins first, then longer-term moves, written so your team can start right away.
- ✓ **Fix it faster.** Want a hand? Our team can implement the changes with you, so nothing waits on your own capacity.

HOW IT WORKS

01 Audit

See where AI misses you across the major assistants.

02 Plan

Know exactly what to fix first, and in what order.

03 Grow

Get recommended more often, and track the results.

Ready to see what to fix first?

Bring your score and your top 3 gaps. We'll take it from there.

Book your AI Visibility & Growth Review →