

AI Search Visibility Checklist for Startups

Mergeflo

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30 items · 4 domains · one quarterly audit — by [Mergeflo](#)

A practical AEO + GEO audit for lean teams. Run it quarterly (or as a pre-publish gate for every new canonical or comparison page) to check whether your site is structured to be cited by ChatGPT, Perplexity, and Google AI Overviews — no agency required.

1. Page Structure (10 items)

- Direct answer in the first 45–60 words of every canonical and blog post.
- 6–8 FAQ Q→A pairs per page rendered in HTML, ordered by buyer intent.
- FAQPage JSON-LD present on every page that has an FAQ section.
- Single h1 per page; h2 sections organized as scannable Q→A blocks.
- Entity-anchored intro: brand name and product name in the first paragraph.
- WebPage + BreadcrumbList JSON-LD on every canonical and blog post.
- Organization schema on /about (or footer / homepage) with sameAs links.
- Comparison or pricing pages have explicit “best for X” framing.
- Each canonical page has a comparison table for at least one buyer trade-off.
- Every page has a clear next action / CTA — the model often cites pages that resolve buyer intent.

2. Content Quality (8 items)

- Original data, primary research, or founder POV in every canonical page.
- Citations to primary sources — not Wikipedia rewrites of secondary sources.
- Concrete numbers wherever possible. Replace “many” / “most” / “fast” with specific values.
- Zero AI tells: no “in conclusion”, “navigate the landscape”, “robust”, “delve”, “crucial”.

- Internal links use entity anchor text (“Mergeflo: autonomous SEO platform”) not keyword anchor (“the best SEO tool”).
- Comparison content is fair: no invented competitor pricing or capability claims.
- Refresh dates visible on canonical pages; pages older than 12 months reviewed.
- Brand-voice consistency across canonicals (same lexicon, sentence rhythm, POV).

3. Site-wide Signals (7 items)

- Identical brand string in title tags, schema, footer, OG meta, and copyright.
- Identical product names across canonicals — no “Mergeflo SEO” on one page and “Mergeflo platform” on another.
- Founder name spelled identically wherever it appears (about, schema, social).
- Category label consistent (“autonomous SEO platform” not sometimes “AI SEO tool”).
- sitemap.xml lists every canonical and blog; no /untitled or staging URLs leaking.
- Custom 404 with links back to /, /pricing, and key canonical pages.
- Single global canonical meta tag pattern; no staging URLs in production schema.

4. Measurement (5 items)

- Defined prompt set per canonical — 10 to 20 prompts a buyer would actually type.
- Manual prompt probe in ChatGPT, Perplexity, and Google AI Overviews monthly.
- Citation share tracked over time per prompt and per engine.
- GA4 supplemented with AI visibility tracking — GA4 alone misses AI-mediated traffic.
- Quarterly delta report: prompts won, prompts lost, brand mention share trend.

Run this audit on autopilot. Mergeflo is the autonomous SEO/AEO platform for startups — it ships citeable pages and tracks your AI visibility so you don’t run this by hand. Start at mergeflo.com.