

AI VISIBILITY SELF-TEST

Find out whether AI assistants mention your business when people ask about what you sell. Run the same prompts in each tool, ideally signed out or in a private window, and record what you see. Answers change between sessions, so treat this as a snapshot.

1. CHOOSE YOUR PROMPTS (ADAPT THESE)

- “Who are the best [service] providers in [town]?”
- “Recommend a [product type] for [use] under [budget].”
- “What should I look for when choosing a [type of business]?”
- “Is [your business name] any good? What do reviews say?”
- “What does [your business name] do, and where?” (checks the facts AI holds about you)

2. RECORD WHAT EACH TOOL SAYS

Prompt	ChatGPT	Perplexity	Gemini	Google AI Overview / AI Mode	Copilot

Key: **L** = mentioned with a link to you. **M** = mentioned, no link. **N** = not mentioned. Note any other business named instead.

3. CHECK THE FACTS

- ☐ Services and locations described correctly
- ☐ No out-of-date prices, opening hours or claims
- ☐ Note which sources each tool links to: your site, directories, review sites, articles

4. CLOSE THE GAPS

Work through our Getting Cited by AI Search checklist, starting with the sources the tools already trust. Repeat this test every quarter with the same prompts so you can compare like with like.