AI visibility self-audit: 20 points

A checklist for marketing leads and founders who want to know whether AI search engines such as ChatGPT, Gemini, Perplexity and Google's AI Overviews can find, read and describe their company. Work through it in order: each layer depends on the ones before it.

How to use it. Tick each point you can confirm today. Every point names a free tool or guide on elementera.com that shows you how to check it.

1. What AI engines say today

Do AI engines name you when buyers ask?

- [ ] **1. Write down the questions your buyers ask, without your company name.**
  Cover what to buy, how options compare and which provider to choose. Use your sales calls and support inbox for the wording.
  Buyer-question builder: elementera.com/blog/how-to-do-prompt-research-aeo-ai-search-optimization

- [ ] **2. Ask each question more than once, on more than one engine, and note whether you are named.**
  Answers change between identical asks, so count a share of answers, not a yes or no. Keep each engine separate.
  Free Lenz report (ChatGPT and Gemini): elementera.com/product/lenz

2. One clear company record

Do your site and your profiles describe the same company?

- [ ] **3. Keep one set of company facts on your site.**
  Name, what you do, who it is for, location and contact read the same on the home page, About page, footer, contact page and in your markup.
  Example: our About page: elementera.com/company

- [ ] **4. Make every outside profile say the same thing.**
  LinkedIn, directories, review sites and marketplace listings. Update any that still describe an old product, name or service.
  Audit guide: entity consistency: elementera.com/blog/what-an-ai-visibility-audit-actually-covers-for-smbs

- [ ] **5. Give every author a page.**
  A real photo, title, credentials and links to their profiles. The byline on each article links there.
  Schema and authorship guide: elementera.com/blog/schema-markup-for-aeo-seo-geo-ai-seo

3. Structured data

Can a machine read who you are without guessing?

- [ ] **6. Add Organization markup to your home page.**
  One JSON-LD block with your name, logo, URL, founders and links to every official profile. Every fact in it is visible on the site.
  Organization schema generator: elementera.com/blog/schema-markup-for-aeo-seo-geo-ai-seo

- [ ] **7. Mark up articles with the people who wrote and reviewed them.**
  Author and reviewer match the visible byline. The publish date never changes; the modified date moves only when the content does.
  Schema markup guide: elementera.com/blog/schema-markup-for-aeo-seo-geo-ai-seo

- [ ] **8. Validate every block.**
  Zero parse errors in a schema validator. No HowTo markup. FAQ markup is optional now that Google has removed FAQ rich results.
  FAQ rich results change: elementera.com/blog/google-has-removed-faq-rich-results

4. AI crawler access

Can the crawlers behind AI search read your pages?

- [ ] **9. Let the AI search crawlers in.**
  OAI-SearchBot, Claude-SearchBot and PerplexityBot, plus Googlebot and Bingbot. Test the home page, one article and one product page.
  Free AI crawler check: elementera.com/blog/what-is-llms-txt-how-implement-for-ai-bots-2026-guide

- [ ] **10. Let the user-triggered fetchers in.**
  ChatGPT-User, Claude-User and Perplexity-User fetch a page when a person asks an assistant to read it.
  Free AI crawler check: elementera.com/blog/what-is-llms-txt-how-implement-for-ai-bots-2026-guide

- [ ] **11. Decide on training crawlers on purpose.**
  Put GPTBot, ClaudeBot, Google-Extended and CCBot in their own group and record the decision with a date. Never block a search crawler to stop training.
  AI bots in robots.txt: elementera.com/blog/what-is-llms-txt-how-implement-for-ai-bots-2026-guide

- [ ] **12. Check your CDN and firewall, not only robots.txt.**
  "Block AI bots" and bot-protection settings act before robots.txt and cannot be seen from outside. Confirm verified AI search crawlers get through.
  Audit guide: crawler access: elementera.com/blog/what-an-ai-visibility-audit-actually-covers-for-smbs

- [ ] **13. Make sure robots.txt answers and lists your sitemap.**
  /robots.txt returns 200. A server error there tells standards-following crawlers to stay away from the whole site.
  Free AI crawler check: elementera.com/blog/what-is-llms-txt-how-implement-for-ai-bots-2026-guide

- [ ] **14. Put the content in the HTML.**
  With JavaScript turned off, the main text, headings, links and JSON-LD are still on the page. A crawler that does not run scripts never sees content they load.
  AI search visibility funnel: elementera.com/resources/ai-search-visibility-funnel

5. Answer-ready pages

When an engine reads your page, can it lift an answer?

- [ ] **15. Keep the pages you want found indexable.**
  Each returns 200, carries a canonical tag pointing to itself, has no noindex and is in your sitemap.
  Stage 0: indexable: elementera.com/resources/ai-search-visibility-funnel

- [ ] **16. Answer the question in the first two to four sentences.**
  Under a heading phrased the way a buyer asks it. One H1 per page, with a unique title and description.
  User intent guide: elementera.com/blog/user-intent-optimization-what-it-is-and-why-it-matters-in-aeo-ai-seo-and-ai-brand-visibility

- [ ] **17. Publish something only you can.**
  Your own data, your method, or first-hand experience with customers you are allowed to describe. Generic advice is already on many other sites.
  Stage 2: trusted as a source: elementera.com/resources/ai-search-visibility-funnel

- [ ] **18. Keep dates honest.**
  Change "Last updated" only when the content changes in substance. Restamping unchanged pages misleads readers and engines.
  Audit guide: answer readiness: elementera.com/blog/what-an-ai-visibility-audit-actually-covers-for-smbs

6. Third-party footprint

Do other sites talk about you where your buyers look?

- [ ] **19. Map the independent sources in your category.**
  Reviews, articles, comparison lists and directories your buyers read. List where you appear and where competitors appear without you.
  Audit guide: third-party citations: elementera.com/blog/what-an-ai-visibility-audit-actually-covers-for-smbs

- [ ] **20. Answer buyer questions on YouTube.**
  In our Google AI Overviews measurements: "YouTube is one of the few social platforms that regularly shows up as a source; posts on X almost never do".
  Where this comes from: elementera.com/resources/ai-search-visibility-funnel

Not on the list, on purpose: llms.txt. It is optional hygiene: facts only, live links. Our guide covers what it does and does not do, with a free generator. elementera.com/blog/what-is-llms-txt-how-implement-for-ai-bots-2026-guide

See where you stand first

Lenz, our free analysis, shows how ChatGPT and Gemini answer your buyers' questions. **elementera.com/product/lenz**

Want it done for you?

Our managed AEO services work through this list with your team. **elementera.com/aeo-booking**