

AI VISIBILITY · SCORECARD

AI Visibility Self-Check

This self-check shows whether AI assistants recommend your business when a buyer asks. It takes about 20 minutes: 15 questions, asked in ChatGPT, Google Gemini and Perplexity, scored on one sheet.

How to run it

- 1 Open each AI tool in a fresh session. Use a private browser window or log out, so past searches don't shape the answers.
- 2 Fill in the brackets in each question with your service, city and business name before you start.
- 3 Always include your city in the question. Don't rely on the tool guessing where you are.
- 4 Ask each question exactly as written, one at a time. Don't add follow-up questions.
- 5 Score every answer on the scorecard before you move on, and screenshot any answer that names a competitor.
- 6 Write the date at the top. AI answers change over time, so rerun this every 90 days and compare.

The 15 questions

Fill in the brackets once, then ask all 15 in each tool. Examples: [service] = Botox, dental implants, brand strategy. [business type] = medspa, dentist, consultant. [nearby city] = a town your clients also come from.

Discovery: does AI know you exist?

- 1 Best [service] in [city]
- 2 Top-rated [business type] in [city]
- 3 Who do locals recommend for [service] in [city]?
- 4 Where should I go for [service] in [county]?
- 5 [Service] near [nearby city] with great reviews
- 6 Most trusted [provider type] near [city]

Intent: does AI match you to what buyers want?

- 1 Best [business type] for [specific result] in [city]
- 2 High-quality [service] in [city] that's worth the price

- 3 [Business type] in [city] for [audience, e.g. first-timers, families]
- 4 [Business type] in [city] accepting new clients
- 5 Who is the expert in [specialty] in [county]?

Brand: does AI describe you correctly?

- 1 What is [Business name]?
- 2 Is [Business name] good for [service]?
- 3 What do reviews say about [Business name]?
- 4 [Business name] vs [main competitor] for [service]

Scorecard

Score each answer 0, 1 or 2. The top score is 90.

- **Questions 1 to 11:** 2 = your business is recommended (the pick or in the list). 1 = mentioned but not recommended, or only as a cited source. 0 = not there.
- **Questions 12 to 15:** 2 = AI describes you accurately. 1 = partly right or vague. 0 = wrong, or it says it doesn't know you.

#	Question	ChatGPT	Gemini	Perplexity	Named instead of you
1	Best [service] in [city]				
2	Top-rated [business type] in [city]				
3	Who do locals recommend				
4	Where to go in [county]				
5	Near [nearby city], great reviews				
6	Most trusted [provider type]				
7	Best for [specific result]				
8	Worth the price				
9	For [audience]				
10	Accepting new clients				
11	Expert in [specialty]				
12	What is [Business name]?				
13	Is [Business name] good?				
14	What reviews say				

#	Question	ChatGPT	Gemini	Perplexity	Named instead of you
15	You vs [competitor]				
	Total (out of 30 each)				

Add the three totals for your score out of 90. Then count which competitor appears most in the last column.

What your score means

Score	Where you stand	Start here
0 to 30	Invisible. AI either doesn't know you or can't confirm enough to recommend you.	Fix your listings first with the Listing Consistency Checklist. If questions 12 to 15 scored low, this is your biggest gap.
31 to 60	Present, not preferred. AI knows you but recommends others for the questions that bring buyers.	Collect reviews that name your service and city, and build one dedicated page for your core service.
61 to 90	Recommended. You're in the answer for most questions.	Protect it. Rerun this check every 90 days and watch which competitor is gaining.

Two patterns worth noticing:

- **Strong on one tool, weak on another.** Perplexity leans on the web pages it cites. Gemini leans on Google's index and your Google Business Profile. A gap on one usually points to a missing source.
- **The same competitor keeps winning.** Look at the sources cited in their answers. Getting your business onto those same sources is often the fastest move.

Want us to run it for you?

The free [AI Visibility Snapshot](#) runs 10 of these questions across all three tools and sends you a one-page report with screenshots and three first fixes within 24 hours.

For the full picture, the [AI Answer Sprint](#) audits every source AI uses to verify you, maps your competitors and reviews your front desk in 10 days.

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