AI *Visibility* Assessment
For Small Businesses

HOW IS YOUR DIGITAL PRESENCE MEASURING UP?

Your customers are still searching on Google. But now, they're also asking AI tools like ChatGPT, Gemini, and Google AI Overviews which businesses to trust.

If those tools don't understand what you do, who you help, and why you're credible, they'll recommend a competitor instead.

Use this checklist and your visibility scorecard to find the gaps in your SEO, website, reviews, content, and trust signals, so your business becomes easier to find, understand, and choose.

First, Audit your AI Search Presence

The stronger and clearer your online presence is, the easier it becomes for AI tools to understand what you do, where you do it, and why you're worth recommending.

Open ChatGPT, Google AI Mode, Gemini, or Perplexity, and search the way a potential customer would.



Ask: "Who is the best [service] in [city]?". Then assess:

- Were you mentioned?
- Are your competitors mentioned instead?
- Is your business described accurately?
- Is the tone positive, neutral, or outdated?
- Does AI understand what makes you different?

If you aren't mentioned, ask: "Why didn't you suggest [your business name]?"

That answer reveals some of what's unclear or missing from your online presence, so you know what areas to strengthen next.

YOUR QUICK AI & SEO VISIBILITY SCORE

Now that you've audited your presence on AI, let's quickly assess your current AI & SEO Visibility Score.

Give yourself one point for every "yes":

- ☐ AI tools mention my business for relevant searches
- ☐ AI describes my business accurately
- ☐ My business info is consistent across the web
- ☐ My website clearly explains what I do
- ☐ My services pages are detailed and helpful
- ☐ My site includes concrete details like price ranges and timelines
- ☐ My Google Business Profile is *complete*
- ☐ I have recent reviews
- ☐ I respond to reviews
- ☐ I appear on relevant third-party sites or directories
- ☐ I create content from real customer questions
- ☐ I check my AI and search presence regularly

Score Guide

0-4: You have visibility gaps to address. Start with your website and GBP.
5-8: You have a foundation, but need stronger authority signals for Google and AI to suggest you.
9-12: You're in good shape. Keep building content and gathering reviews and third-party mentions.

You don't have to chase every AI search update to stay visible. You just need to give Google, AI tools, and your customers the right signals to trust you.



Now, let's look at next steps to up your score and become the obvious choice online.

Make Your Website Easier To Understand

Your website's still one of the biggest sources search engines and AI tools use to understand and recommend your business.

But they're over broad, fluffy marketing copy. They need *concrete details that help people make decisions.*

Check that your site clearly explains:

- What you do
- Who you help
- Where you serve
- What problems you solve
- What makes you different
- What your process looks like
- What pricing, budget, or cost ranges to expect
- What factors affect timeline or cost
- What proof you have
- What customers should know before buying

Optimize Your Google Business Profile (GBP)

Your GBP is a huge AI and SEO visibility signal. Make sure your profile includes:

- Correct name, address, phone, and website
- Accurate business categories
- Full service list
- Service areas
- Business hours
- Photos and videos
- Service details or pricing
- Weekly GBP posts
- Connected social profiles

Then, check in on your reviews - Google and AI tools use third-party feedback as proof that real people trust your business.

- Do you have recent reviews?
- Do you have a process for regularly requesting reviews?
- Do you respond to every review?

Build Authority Beyond Your Website

AI doesn't just blindly trust what you say about yourself. It looks for confirmation across the internet.

Look for opportunities to show up on:

- Industry-specific review sites - Yelp, Houzz, Clutch, etc.
- Local directories
- BBB Accreditation
- Partner pages
- Podcasts
- YouTube or LinkedIn
- Reddit or Quora conversations

Turn Customer Questions Into Content

If you need more content to help Google and AI understand you, turn to what your customers are already asking you into content.

Start with the Qs people ask before they buy:

- How much does it cost?
- How long does it take?
- What should I know before hiring someone?
- What mistakes should I avoid?
- How do I know if I need this?
- What's the difference between my options?
- Is this service worth it?

Then turn those answers into:

- Blog posts
- FAQs
- Short videos
- GBP posts
- Social media content - especially YouTube and LinkedIn
- Website sections


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