

The 10-Minute AI Visibility Audit.

Find out in ten minutes whether ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews mention your brand. No tools. No email gymnastics. Just answers.

START HERE

Before you begin

Your competitors are showing up in ChatGPT answers. You might not be. This audit tells you which side of the line you fall on.

It takes ten minutes, runs entirely on free tools, and gives you a scored picture of your AI search visibility across five platforms.

What you need

- **A private browser window** (or a fresh account). Logged-in history skews results.
- **Access to five platforms:** ChatGPT, Claude, Perplexity, Google Gemini, and Google AI Overviews (run the search on google.co.uk).
- **This checklist** and a pen, or a printout you can write on.

How it works

You run five prompts on five platforms. That is 25 queries total. For each one, you score what you find using the grid on page 4. Add up the results and read the interpretation on page 5.

Every prompt targets a different buyer behaviour, from direct brand queries to problem-first searches. Run them in order. Do not skip.

Before you start

Write down the five things below. You'll need them to customise each prompt.

1. **Your brand name:** _____
2. **Your category:** (e.g. accountants, SaaS project management tools) _____
3. **Your location / target market:** _____
4. **Your main competitor:** _____
5. **A specific use case you serve:** _____

STEP 1

The five prompts

Replace the bracketed placeholders with your specifics. Run each prompt on all five platforms.

PROMPT 01 · DIRECT BRAND QUERY

Does the AI know who you are at all?

```
"Tell me about [your brand name]."
```

Good result: accurate description, mentions what you do, cites your site.

PROMPT 02 · CATEGORY QUERY

Are you recommended when someone doesn't know your name?

```
"Who are the top [your category] in [your location]?"
```

Good result: your brand appears in the top 3-5 recommendations.

PROMPT 03 · PROBLEM QUERY

Do you surface when buyers describe the pain, not the solution?

```
"I am a [customer type] struggling with [problem you solve]. What should I do?"
```

Good result: AI recommends your brand, category, or a pathway to you.

PROMPT 04 · COMPETITOR COMPARISON

What version of your story does AI tell in evaluation mode?

```
"How does [your brand] compare to [main competitor]?"
```

Good result: factually accurate comparison that reflects your current positioning.

PROMPT 05 · RECOMMENDATION QUERY

Do you appear for specific, high-intent use cases?

```
"What is the best [your category] for [specific use case]?"
```

Good result: your brand is named with a one-line justification that matches your positioning.

STEP 2

Score your results

For each of the 25 cells below, write one of the four scores. Legend underneath.

PLATFORM	P1 BRAND	P2 CATEGORY	P3 PROBLEM	P4 COMPARE	P5 USE CASE
ChatGPT					
Claude					
Perplexity					
Gemini					
Google AIO					

Scoring legend

CITED

Your brand is named and linked. You are visible.

MENTIONED

Named but not linked. Partial visibility, no traffic.

WRONG

AI talks about you but gets it wrong. Fix first.

ABSENT

No mention at all. You are invisible for this query.

Your totals

CITED count	___	MENTIONED count	___
WRONG count	___	ABSENT count	___

Take a screenshot of every AI response as you go. The exact wording changes week to week, and you'll want a time-stamped record for your 30/60/90-day comparison.

STEP 3

Read your score

Your CITED total out of 25 tells you where you stand.

20+

Top 5% of your category. Protect the position. The next job is making sure you stay there as platforms update their training data. Re-audit monthly and watch for new entrants.

10-19

Solid but inconsistent. You are usually strong on one or two platforms (often Perplexity, which weights fresh web data) and weak elsewhere. The fix is platform-specific and methodical.

4-9

Foundational visibility only. You are being beaten by competitors on most queries. Most common score for businesses with decent SEO but no AEO strategy. Fixable in 90 days with the right framework.

0-3

Functionally invisible. Every time a prospect asks AI about your category, someone else gets the enquiry. Fixable, but it needs to start now. Every week you delay is a week competitors consolidate their position.

WRONG

Any WRONG scores at all? Priority one. Misinformation in AI outputs compounds. Models train on each other's outputs. A wrong description today becomes canonicalised in six months.

The three common failure patterns

- 1. Google-visible, AI-invisible.** Ranks 1-5 on Google, zero citations in ChatGPT or Claude. Usually weak entity signals, thin structure, no citation-friendly paragraphs.
- 2. Cited for the wrong thing.** Old positioning is still in training data. New positioning isn't. Training data lag problem.
- 3. Cited everywhere except Perplexity.** Your content is too old on average. Perplexity weights freshness heavily.

What to do next

This week

- **Screenshot everything.** Time-stamped record of where you started. You'll need it for progress comparison.
- **Identify your biggest gap.** One platform? One prompt type? One competitor who appears every time you don't?
- **Decide who owns this.** AI visibility needs an owner, a monthly review, and a roadmap. If nobody is doing this in your business right now, your competitors are pulling ahead every week.

In the next 30 days

- Re-run the audit. Compare scores. Note any changes.
- Expand to 15 prompts per platform for a more statistically useful picture.
- Start tracking which sources AI platforms cite instead of you. Those are your real competitors.

What this audit cannot tell you

Be honest about the limits. Five prompts give you a directional read, not a comprehensive one. A proper audit runs 30-50 prompts across multiple variations, tracks weekly, and reverse-engineers the sources AI platforms consistently cite in your category.

It also does not tell you *why* you are absent. Knowing you are invisible on ChatGPT for category queries is useful. Knowing the cause is weak entity signals, thin topical content, or missing third-party citations is actionable.

Want the proper version?

The full AI Visibility Audit runs 30+ prompts across every major platform, benchmarks against your top three competitors, and delivers a ranked 90-day roadmap. No 40-page report. Just what to fix and in what order.

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