

AI & LLM Visibility Checklist

How to Prepare Your Brand to Be Discovered and Cited by AI

AI search tools like ChatGPT, Google AI Overviews, Gemini, and Perplexity now shape how buyers research solutions. Instead of ranking pages, they synthesize answers from trusted sources.

Brands that are technically sound, clearly structured, and widely recognized are far more likely to appear in those answers. Use this checklist to make sure your brand is positioned to be discovered, understood, and cited.

Technical Foundation

If search engines and AI systems cannot easily access and interpret your site, they will not surface it.

- ☐ Fast page load speed and strong mobile performance
- ☐ Explicit AI crawler access permitted in robots.txt
- ☐ Clean site architecture with clear service sections
- ☐ Internal linking connects related topics and services
- ☐ Structured data (schema) implemented for services articles, and FAQs

Brand Signal Consistency

AI evaluates how consistently your brand appears across the web.

- ☐ Clear positioning and messaging
- ☐ Consistent descriptions of services and expertise
- ☐ Executives or experts publish industry insights
- ☐ Complete company profiles across major platforms
- ☐ Strong LinkedIn presence and active thought leadership

Content Depth & Freshness

Brands that regularly publish meaningful content around their core topics are more likely to be surfaced by AI.

- ☐ Each core service has a comprehensive landing page
- ☐ Data-backed content (proprietary stats, case studies, etc.)
- ☐ Content answers the real questions your buyers ask
- ☐ Important pages are updated regularly
- ☐ Outdated or overlapping content has been consolidated

Third-Party Authority

Independent credibility signals influence whether AI recommends your brand.

- ☐ Client testimonials and case studies published
- ☐ Positive reviews on relevant platforms
- ☐ Mentions in industry publications or reports
- ☐ Inclusion in rankings, awards, or directories
- ☐ Participation in events, podcasts, or industry commentary

AI-Readable Content Structure

AI tools prioritize content that is clearly organized and easy to extract.

- ☐ Each page answers one primary question
- ☐ Headings follow logical structure (H1, H2, H3)
- ☐ Key ideas explained in concise paragraphs
- ☐ Lists, frameworks, and summaries included where helpful
- ☐ FAQs added for common questions

Monitor Your Brand

Run manual spot-checks on how your brand appears in tools like ChatGPT or Perplexity for an initial baseline.

- ☐ Best [service] agencies for [specific constraint or goal]
- ☐ Compare [your brand] vs [competitor] for [industry]
- ☐ Top alternatives to [competitor] for [service]
- ☐ Recommend a [service] partner to solve [specific pain point]

Use dedicated GEO tracking software like Otterly.AI, Semrush or Profound to monitor AI share of voice over time.