Five-Minute AI Visibility Self-Check

FROM THE WEBINAR: HOW AI SEARCH IS CHANGING THE WAY CUSTOMERS FIND YOUR BUSINESS

AI assistants recommend one business by name. These five checks tell you whether yours is in the running. Each takes a couple of minutes. Do them back to back and you will know exactly where you stand.

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1 **Ask an AI who you are**

Open a new chat in ChatGPT, Gemini or Perplexity and type "who is" followed by your business name. Does it get your hours, your phone number and what you do right? If it is wrong or has nothing to say, that is your starting point.

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2 **Compare your listings character by character**

Put your website, your Google Business Profile and Yelp side by side. Your name, address and phone number must match exactly, down to the punctuation. "Close enough" is a mismatch to a machine.

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3 **Read your homepage out loud**

After every sentence ask: did that answer a real customer question, or did it just say we are great? If it is mostly the second, that is your content gap. AI tools quote answers. They skip billboards.

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4 **Search your page source for "schema"**

Right-click your homepage, choose View Page Source, then press Ctrl+F (Cmd+F on a Mac) and search for the word schema. If it is not there, your structured data is probably missing. Ask whoever manages your site to add it.

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5 **Ask about bot blocking**

Ask whoever handles your hosting or security whether a firewall, bot-blocker or "block AI scrapers" setting is on. Some of these also block the AI tools you want reading your site. It is a five-minute conversation worth having.

The three things AI tools check before they recommend a business

Structured data that states what you are. One consistent set of facts everywhere you are listed. Real answers instead of ads.

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