

# AI Search Visibility Diagnostic

Use this diagnostic to evaluate how visible and understandable your business is to AI-driven search systems (ChatGPT, Google AI Overviews, Gemini, Perplexity, etc.). Score each item from 0–2: 0 = Not in place, 1 = Partially in place, 2 = Fully implemented.

## 1. Business Entity Clarity

Score (0-2)	Diagnostic Question
	Our website clearly explains who we are, what we do, and who we serve.
	Our company positioning is consistent across the website, LinkedIn, and business profiles.
	Our About page clearly defines our expertise and industries served.

## 2. Service Structure

Score (0-2)	Diagnostic Question
	Each core service has a dedicated page explaining the problem solved and the outcome delivered.
	Service descriptions are written clearly enough for both humans and AI systems to understand.
	Service pages include structured headings and clear explanations.

## 3. Industry Authority

Score (0-2)	Diagnostic Question
	Our website clearly identifies the industries we serve.
	We publish insights, articles, or resources demonstrating industry expertise.
	Our content answers real questions prospects ask.

## 4. AI-Friendly Content Structure

Score (0-2)	Diagnostic Question
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	Our pages use clear headings (H1, H2, H3) and structured sections.
	We publish long-form educational content or guides.
	We include FAQ sections that address common questions.

## 5. Technical Foundations

Score (0-2)	Diagnostic Question
	Our website loads quickly and is mobile friendly.
	Search engines can crawl and index our pages easily.
	We use schema or structured data where appropriate.

## 6. Authority & Credibility Signals

Score (0-2)	Diagnostic Question
	We publish case studies, proof, or client results.
	Our business is referenced consistently across the web.
	Our leadership publishes thought leadership content.

## 7. AI Visibility Monitoring

Score (0-2)	Diagnostic Question
	We periodically test how AI tools describe or reference our business.
	We monitor whether our competitors appear in AI-generated answers.
	We adjust content and structure to improve AI visibility.

Scoring Guide: 0–10 = Low AI visibility. Your digital structure likely makes it difficult for AI systems to understand your business. 11–25 = Moderate visibility. Some foundations exist, but clarity and authority can be improved. 26–40 = Strong visibility. Your organization is structured in a way AI systems can reference and interpret effectively.