

# AI Search Visibility Checklist

The complete pre-flight for getting cited by ChatGPT, Perplexity, Gemini, Copilot, and AI Overviews

Work top to bottom. Each layer depends on the one above it: access, then structure, then entities, then measurement.

## **LAYER 1 — ACCESS: CAN AI SYSTEMS REACH YOU?**

- ☐ robots.txt reviewed: deliberate allow/block decision made for GPTBot, ClaudeBot, PerplexityBot
- ☐ Google-Extended and CCBot policy decided (training/grounding access is separate from rankings)
- ☐ Site indexed in Google Search Console (index coverage reviewed, no unexpected exclusions)
- ☐ Site verified in Bing Webmaster Tools (ChatGPT and Copilot retrieve from Bing's index)
- ☐ XML sitemap live, referenced from robots.txt, lastmod tracks real edits
- ☐ llms.txt published at site root: curated map of pillar pages, best guides, and tools
- ☐ No accidental blocks: CDN/firewall rules checked against AI user-agents
- ☐ Key pages load without JavaScript dependence (crawlers read server-rendered HTML)

## **LAYER 2 — STRUCTURE: CAN ENGINES LIFT YOUR ANSWERS?**

- ☐ Every key page opens its sections with a 40–60 word direct answer (quotable verbatim)
- ☐ Headings are questions or clear claims, in a clean H1→H2→H3 hierarchy
- ☐ FAQ section present on cornerstone pages, marked up with FAQPage schema
- ☐ Tables used for comparisons (engines extract tables reliably)
- ☐ Paragraphs self-contained: each section makes sense out of context (chunk-friendly)
- ☐ TL;DR / key-takeaways block near the top of long guides

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Layers 3–4: entities, trust, and honest measurement

## **LAYER 3 — ENTITIES & TRUST: DOES THE MACHINE KNOW WHO YOU ARE?**

- ☐ One consistent author identity: visible byline = schema author = social meta
- ☐ About page names the author with real, verifiable credentials
- ☐ Organization schema includes sameAs links to your real profiles
- ☐ Single Article schema per page (duplicate/conflicting JSON-LD removed)
- ☐ Glossary/definition pages carry DefinedTerm schema where relevant
- ☐ Claims sourced or softened: no invented statistics anywhere on the site
- ☐ Topic clusters interlinked: every article links up to its pillar and across to siblings
- ☐ Publisher identity consistent: site name, logo, and legal pages present

## **LAYER 4 — MEASUREMENT: ARE YOU ACTUALLY BEING CITED?**

- ☐ Fixed query set defined (20–50 queries mapped to your money topics)
- ☐ Monthly citation check scheduled across ChatGPT, Perplexity, Gemini, Copilot, AI Overviews
- ☐ Citations logged consistently: engine, query, cited domains, your position
- ☐ AI referral traffic segmented in analytics (Perplexity/ChatGPT referrers)
- ☐ Branded search trend watched as the lagging indicator of AI exposure
- ☐ Trends judged over quarters, not single checks (answers vary between runs)
- ☐ Rank tracking kept running: ranked results still drive most clicks

# The Monthly Routine

Forty-five minutes that keep you honest

## EVERY MONTH

- ☐ Run the fixed query set through all five engines; log who gets cited
- ☐ Compare citation share vs last month; note gained/lost queries
- ☐ Check Search Console + Bing WMT for coverage errors and new queries
- ☐ Refresh one decaying page: update facts, tighten answers, correct dates
- ☐ Verify robots.txt, sitemap, and llms.txt still serve correctly at root

## EVERY QUARTER

- ☐ Re-run this whole checklist top to bottom
- ☐ Audit new content against the structure layer before it publishes
- ☐ Review which cluster earned citations; plan the next cluster accordingly
- ☐ Update your about/author page with new, verifiable credentials

### Free tools for every layer of this checklist

AI Crawler Access Auditor · AEO Readiness Analyzer · llms.txt Generator · AI Citation Tracker — all free, all run in your browser, nothing leaves your device:

[plain-intelligence.com/resources/tools/](https://plain-intelligence.com/resources/tools/)