

AI SEARCH CHECKLIST

SECTION	CHECKLIST ITEM	WHY THIS IS IMPORTANT FOR LLM VISIBILITY
AI VISIBILITY AUDIT		
AI Visibility Audit	Run citation audit across ChatGPT, Gemini, Claude and others for top decision-stage queries	Establishes whether your brand is currently cited, recommended, or absent in AI answers.
AI Visibility Audit	Identify high-value prompts where competitors are cited and you are not	Reveals authority gaps at the exact moments influencing purchase decisions.
AI Visibility Audit	Track citation share vs. competitors	AI visibility is a share-of-voice problem – not a rankings problem.
QUERY STRATEGY		
Query Strategy	Prioritize superlative and comparison queries (“best X for Y”)	These prompts trigger curated AI recommendations – prime citation territory.
Query Strategy	Build query clusters by persona, industry, location, and use case	AI answers are personalized. Specificity increases citation match probability.
Query Strategy	Focus on transactional and decision-stage phrasing	LLMs prioritize solution-oriented prompts over generic informational queries.
AUTHORITY ENGINEERING		
Authority Engineering	Define 3–5 core authority statements about your brand	LLMs synthesize brand identity from repeated descriptors across sources.
Authority Engineering	Replicate authority language across website, PR, directories, LinkedIn	Cross-domain consistency strengthens AI trust signals.
Authority Engineering	Secure presence in respected industry publications and directories	LLMs heavily cite niche trade publications and structured databases.
CONTENT STRUCTURE		
Content Structure	Create dedicated service, industry, use-case, and location pages	Specific content increases contextual match in personalized AI responses.
Content Structure	Add modular 40–60 word “answer blocks” under clear headers	LLMs extract chunks, not full pages. Structured blocks increase citation likelihood.
Content Structure	Publish comparison tables, pros/cons, and validation pages	Structured formats are easier for AI systems to parse and cite.
TECHNICAL & ENTITY READINESS		
Technical & Entity Readiness	Implement structured data (Organization, Product, Service, FAQ schema)	Schema improves machine readability and entity recognition.
Technical & Entity Readiness	Ensure clean header hierarchy (H1–H3) and crawl access	Technical clarity improves chunk extraction and LLM indexing.
Technical & Entity Readiness	Align your brand’s core description and category across all authoritative profiles	Entity consistency increases AI confidence in brand identity.
MEASUREMENT & GOVERNANCE		
Measurement & Governance	Monitor AI-driven lift across referral, direct, and organic search traffic	AI discovery often drives downstream visits that appear in direct or branded search. Measuring only referral clicks understates impact.
Measurement & Governance	Maintain AI citation tracking sheet by model + query type	Visibility must be monitored systematically across LLMs.
Measurement & Governance	Review and refresh authority content quarterly	AI models evolve; stale authority erodes citation presence.