

04 / PRACTICAL BUSINESS RESOURCES

AI search visibility checklist

Strengthen the clarity, credibility and accessibility of your content for AI-powered search and answer engines.

Check your foundations

- ☐ List the questions customers ask before choosing your service. Prioritise specific, commercially relevant questions.
- ☐ Check whether key pages are crawlable, indexable and available as readable text. AI visibility still depends on strong website foundations.
- ☐ Review robots.txt and any crawler controls against your policy. Search crawling and model training may use different controls.
- ☐ Keep your sitemap accurate and remove broken URLs. Use consistent canonical URLs for the pages you want discovered.
- ☐ Make your business name, services, contact details and service areas clear and consistent across your website and public profiles.
- ☐ Test page speed and mobile usability. Ensure important answers are accessible without requiring a login or a complex interaction.

Write answers worth citing

- ☐ Give a direct, accurate answer near the start of each question-led section, then explain useful detail and qualifications.
- ☐ Use descriptive headings and logical sections. Add lists or tables only where they genuinely make information easier to compare.
- ☐ Explain your process, suitable customers and common trade-offs. Avoid vague claims that could describe any business.
- ☐ Add original expertise, examples or research that you can substantiate. Get permission before publishing client information.
- ☐ Cite reliable sources for important factual claims. Verify figures and regulations, and remove unsupported statistics.
- ☐ Review content regularly for accuracy. Update prices, policies and guidance when they change rather than changing dates alone.

Need a second pair of eyes? Book a free consultation.

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Build clear trust signals

- ☐ Show who wrote or reviewed expert content and why they are qualified. Keep author and business information up to date.
- ☐ Publish accurate About and contact pages, genuine reviews and relevant proof of work. Do not invent awards or testimonials.
- ☐ Use suitable structured data that matches visible content. Validate it and avoid unsupported review or rating claims.
- ☐ Connect related answers, services and evidence with descriptive internal links. Make it easy to follow the wider topic.
- ☐ Maintain accurate external business profiles and relevant industry listings. Seek legitimate coverage rather than buying bulk mentions.
- ☐ If you publish llms.txt, keep it accurate as an optional summary. It is not a ranking factor or a substitute for crawlable pages.

Monitor without overclaiming

- ☐ Record a repeatable set of prompts, tools and dates. Note your business mentions, linked citations and competing sources.
- ☐ Check answers for inaccurate business details. Correct the original public sources where possible rather than only changing your own page.
- ☐ Track identifiable AI referrals and resulting enquiries where available. Analytics may not reveal every AI-assisted visit.
- ☐ Compare cited pages with missing topics. Improve the usefulness and evidence of content rather than repeating keywords.
- ☐ Review traditional search performance alongside AI checks. Results vary by tool, query, user and time, so a single answer is not a trend.
- ☐ Choose three improvements and review again next month. No agency or checklist can guarantee a citation or appearance in an AI answer.

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