

# The 20-Point AI Visibility Checklist

## Is AI recommending you, or your competitor?

When somebody asks ChatGPT, Google AI, or Perplexity for a business like yours, two or three names come back. This is the same 20-point checklist we run on paying clients — work through it yourself, or let us run it for you free.

### Prefer the fifteen-minute version?

We'll run all 20 points for you, score you out of 100, and walk you through it on a free call.  
[diamondbackadvertising.com/free-ai-scan](https://diamondbackadvertising.com/free-ai-scan)

## Structured data & access

- ☐ **1. LocalBusiness / Organization schema on every page**  
Machine-readable markup naming your business, services, and area. View source and search for "schema.org" — nothing found means AI is guessing about you.

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- ☐ **2. Service schema on each service page**  
Each service marked up individually, not just the homepage.

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- ☐ **3. FAQPage schema on your FAQs**  
Question-and-answer markup is what AI lifts verbatim — with your name attached.

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- ☐ **4. llms.txt present**  
The new robots.txt for answer engines: yourdomain.com/llms.txt should describe your business to AI crawlers.

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- ☐ **5. AI crawlers not blocked**  
Check robots.txt for GPTBot, PerplexityBot, Google-Extended. Blocking them means invisibility, not privacy.

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- ☐ **6. Content visible without JavaScript**  
Many AI crawlers don't run scripts. If your text only appears after JS loads (some speed plugins cause this), machines see an empty shell.

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- ☐ **7. XML sitemap declared and current**  
Listed in robots.txt, loads without error, includes your real pages.

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## Content & questions

- ☐ **8. Pages answer real customer questions**  
Question-form headings ("How much does X cost?", "How long does Y take?") with direct answers underneath.

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- ☐ **9. A real FAQ page — with real answers**  
The questions customers actually ask on the phone, answered the way you'd answer them.

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- ☐ **10. Every service has its own page**  
One "services" page listing everything is invisible for each individual thing you do.

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- ☐ **11. Location pages for the areas you serve**  
Real, unique local pages — not the same page with the city name swapped.

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- ☐ **12. Your expertise is visible**  
Certifications, years, licenses, team — the trust signals engines weigh when picking who to name.

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- ☐ **13. Fresh content in the last 90 days**  
A dormant site reads as a dormant business.

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## Local & reputation

- ☐ **14. One phone number, everywhere**  
Site, Google profile, directories — multiple numbers read as multiple (or stale) businesses.

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- ☐ **15. Google Business Profile complete and active**  
Categories, services, hours, photos, recent posts.

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- ☐ **16. Reviews: growing, recent, answered**  
Count, velocity, and your responses all feed the recommendation. Steady beats bursts.

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## Verification

- ☐ **17. Ask the engines about your market**  
Actually ask ChatGPT, Perplexity, and Google: "best [your service] in [your city]". Record who gets named. That's the scoreboard.

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- ☐ **18. Ask them about YOU by name**  
"Tell me about [your business]" — is the answer accurate, current, and flattering? Wrong answers mean weak signals.

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- ☐ **19. Validate your schema**  
Run key pages through [validator.schema.org](https://validator.schema.org) — broken markup is worse than none.

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- ☐ **20. Re-check quarterly**  
Models update, competitors move. Visibility is a position you defend, not a box you tick once.

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### Scoring honestly: how did you do?

17–20 checked: you're rare — defend it. 10–16: you're findable but beatable. Under 10: your competitors have an open lane, and the machines are already choosing them. Either way, the free scan turns this into one number out of 100 with a fifteen-minute walkthrough — [diamondbackadvertising.com/free-ai-scan](https://diamondbackadvertising.com/free-ai-scan) or call (844) 809-9223.