

A WORKSHEET FROM AI WITHOUT THE HYPE

The AI Visibility Self-Audit

Find out whether AI search engines actually know your brand exists — and exactly where to start if they don't.

30-45

minutes to complete

5

steps, start to finish

0

paid tools required

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How this worksheet works

This isn't a theory document. Every section has a place to actually write your answers. By the end, you'll have a real record of where you stand — and a specific list of what to fix first.

What you'll need

A free ChatGPT, Perplexity, Gemini, and Google account. That's it — no paid subscriptions, no software installs.

What you'll walk away with

A completed record of whether four major AI systems mention, cite, and accurately describe your brand — plus a prioritized list of what to fix, using the scoring guide on the last page.

STEP 1

Write 8-12 real buyer questions

Not your brand name. The problem-shaped question a buyer has *before* they know you exist.

STEP 2

Test across four engines

Run each question, logged out / incognito, in all four:

ChatGPT Perplexity Gemini Google AI Overviews

Log your results

For each question × engine combination, record: mentioned? accurate? which page cited?

Q#	Engine	Mentioned	Accurate	Page Cited
Q1		☐	☐	
Q2		☐	☐	
Q3		☐	☐	
Q4		☐	☐	
Q5		☐	☐	
Q6		☐	☐	

Photocopy or print extra pages of this table if you're running the full 8–12 questions across all four engines.

STEP 4

If you're absent, check what IS cited

Directories/listicles dominating? Competitor pages? An open gap nobody's filled well?

STEP 5

Verify your own fundamentals

- ☐ Organization + Article + FAQPage schema in place
- ☐ Named author with a real bio, not “admin”
- ☐ Answers structured as 40–60 word self-contained blocks
- ☐ Consistent brand description across site, LinkedIn, directories
- ☐ BreadcrumbList schema present on every page

Scoring guide

0-4 checks / mentions total

Ground floor

AI search doesn't know you exist yet. Start with schema (Organization + Article) and named authorship — the fastest fixes with the most impact.

5-9 checks / mentions total

Partial visibility

Some engines see you, others don't. Focus on the engines where you're absent and the schema gaps from Step 5.

10+ checks / mentions total

Strong foundation

You're being found. Now it's about consistency — re-run this worksheet monthly and watch the trend, not just one snapshot.

Want a deeper, done-for-you version of this audit — competitor benchmarking, a prioritized fix list, and a walkthrough of the results? Reach out at AIWithoutTheHype.io.