



GEO / AEO · AI SEARCH VISIBILITY

The AI Search Visibility Scorecard

Your Google rankings can look fine while your traffic quietly dies. When someone asks ChatGPT, Perplexity, or Google's AI Overview a question, the AI answers it — and if that answer doesn't cite you, you don't exist for that customer, no matter where you rank. That blind spot is the citation gap. These ten checks find yours.

How to score: answer each honestly and tick every clear yes. One point each. Add them up on page two to see where you stand.

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|----|--|--------------------------|
| 1 | Ask ChatGPT your single most important customer question — are you cited in the answer?
If it doesn't name you, customers asking AI about your category never learn you exist. | ☐ |
| 2 | Ask the same question in Perplexity — do you appear in its list of sources?
Perplexity shows its sources openly. Being absent means you're not yet a trusted reference. | ☐ |
| 3 | Google your core service — does an AI Overview appear, and are you inside it?
The Overview sits above the blue links. Miss it and you're skipped before results even load. | ☐ |
| 4 | Do your key pages answer one clear question in the very first paragraph?
AI models lift the sentence that answers the question. Bury it and you won't be quoted. | ☐ |
| 5 | Do your main service pages carry FAQ schema (structured Q&A markup)?
Structured Q&A is one of the strongest signals an answer engine uses to cite a page. | ☐ |
| 6 | Is there a named, credentialed author on your cornerstone content?
Experience and authorship are core E-E-A-T signals. Anonymous content is easy to ignore. | ☐ |
| 7 | Is your business a clearly defined entity — consistent name, About page, structured data?
If engines can't pin down who you are, they won't cite you with confidence. | ☐ |
| 8 | Do your claims cite sources an AI would treat as trustworthy?
Sourced claims get reused in answers. Unsupported ones get quietly discarded. | ☐ |
| 9 | Are your pages structured with clear, question-style H2 headers?
Question headers map your page to the way people actually ask AI — and get pulled as answers. | ☐ |
| 10 | Have you published something genuinely new — not restated — in the last 90 days?
Freshness signals an active, authoritative source worth quoting now, not last year. | ☐ |



ADD UP YOUR TICKS

What your score means

8-10

VISIBLE

You're built for AI search. The work now is defending the position and widening your lead as competitors catch up.

5-7

LEAKING CITATIONS

The foundations are there but AI engines pass you over on high-intent questions. A handful of fixes changes this fast.

Under 5

INVISIBLE

AI search effectively can't see you. Every question in your category is answered by someone else. Urgent — and fixable.

THE NEXT STEP

Turn the gaps into a fix list

THE AI VISIBILITY AUDIT

Find out exactly where AI search is hiding your business.

This scorecard shows you that you have a citation gap. The Audit shows you precisely where: a visibility check across ChatGPT, Perplexity, Google AI Overviews and Gemini for ten of your target questions, the reasons competitors get cited instead of you, and a prioritized fix list — plus a 45-minute walkthrough with me directly. Delivered in five business days.

Book your AI Visibility Audit

\$600 · comes off your first retainer month

Work directly with a senior consultant — no account managers, no juniors. Every project led personally by Stuart Henderson.

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