

FREE SELF-ASSESSMENT • 10 PROMPTS • 25 STATEMENTS

The AI Visibility *Assessment*

Find out whether ChatGPT, Gemini, Perplexity and Google's AI Overviews know your business, describe it correctly and name you when buyers ask for a supplier.

EXAMPLE SCORECARD

SCORE / 10 PER AREA

01	Technical access	
02	Entity clarity	
03	Answer-ready content	
04	Authority and proof	
05	Accuracy and monitoring	

BEFORE YOU START

How to use this assessment

Engineers and procurement teams now ask AI tools the questions they used to type into Google. If those tools don't know you, you are left off the shortlist before anyone visits your website.

Part A · about 30 minutes

The prompt test

Ask four AI tools the ten questions your buyers ask, and score what each one says about you.

Part B · about 15 minutes

The 25 statements

Score five areas that decide whether AI tools can read, understand, trust and recommend your business.

EVERY ANSWER AND STATEMENT SCORES

- ☐ 2 fully true, or the AI tool names you accurately
- ☐ 1 partly true, or you are mentioned but the details are vague or wrong
- ☐ 0 not true, not mentioned, or you don't know

- 01 Use a private browser window and stay signed out where you can, so your own search history doesn't shape the answers.
- 02 Write down the date. AI answers change, and this becomes the baseline you compare against next month.
- 03 Be honest. "We don't know" scores 0, because what you can't see, you can't improve.

PART A · STEP 1

Fill in your details first

Each prompt uses the words in brackets. Write yours down so every tool is asked exactly the same questions.

[SERVICE]

[INDUSTRY]

[REGION]

[PROBLEM YOU SOLVE]

[CERTIFICATION OR STANDARD]

[TECHNICAL TOPIC]

[YOUR COMPANY]

[COMPETITOR]

PART A · STEP 2

Ask each tool all ten questions

Open ChatGPT, Gemini and Perplexity, and search Google for each question to see whether an AI Overview appears. Ask one question at a time, in a new chat each time. Score each answer from 0 to 2 using the key on page 2, and record it in the grid on the next page.

The first six questions never use your name. They show whether AI recommends you when a buyer doesn't know you yet. The last four use your name, and show whether AI describes you correctly when a buyer already has you on a list.

If Google shows no AI Overview for a question, leave that box empty and score the rest out of a lower total.

PART A · STEP 3

Your prompt test grid

QUESTION		TESTS	CHATGPT	GEMINI	PERPLEXITY	GOOGLE AI OVERVIEWS
01	Who are the leading [service] companies in [region]?	CATEGORY	☐	☐	☐	☐
02	Which suppliers can help with [problem you solve] in [industry]?	PROBLEM	☐	☐	☐	☐
03	Recommend a [service] provider for a [industry] project in [region].	RECOMMENDATION	☐	☐	☐	☐
04	Which [service] companies in [region] have [certification or standard]?	PROOF	☐	☐	☐	☐
05	Who are the experts in [technical topic] in [region]?	EXPERTISE	☐	☐	☐	☐
06	What should I look for when choosing a [service] supplier?	ADVICE	☐	☐	☐	☐
07	What does [your company] do?	YOUR NAME	☐	☐	☐	☐
08	Is [your company] a reliable supplier for [service]?	YOUR NAME	☐	☐	☐	☐
09	Compare [your company] and [competitor] for [service].	COMPARISON	☐	☐	☐	☐
10	Where is [your company] based, and which areas does it serve?	YOUR NAME	☐	☐	☐	☐
TOTAL PER TOOL			/ 20	/ 20	/ 20	/ 20

Part A total: _____ / 80. Note which competitors are named when you are not. You will need them for statement 24.

PART B

01

Technical access

Can AI tools read your website at all?

--- / 10

-
- | | | | | |
|----|--|--------------------------------|--------------------------------|--------------------------------|
| 01 | Our robots.txt does not block AI crawlers such as GPTBot, OAI-SearchBot and PerplexityBot. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|--|--------------------------------|--------------------------------|--------------------------------|
-
- | | | | | |
|----|---|--------------------------------|--------------------------------|--------------------------------|
| 02 | Our important pages are indexed in Google Search Console. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|---|--------------------------------|--------------------------------|--------------------------------|
-
- | | | | | |
|----|--|--------------------------------|--------------------------------|--------------------------------|
| 03 | Our pages load quickly and work properly on a phone. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|--|--------------------------------|--------------------------------|--------------------------------|
-
- | | | | | |
|----|---|--------------------------------|--------------------------------|--------------------------------|
| 04 | Our key information is on the page itself, not only inside PDFs, images or behind a form. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|---|--------------------------------|--------------------------------|--------------------------------|
-
- | | | | | |
|----|--|--------------------------------|--------------------------------|--------------------------------|
| 05 | Every page has a clear heading structure and links to related pages. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|--|--------------------------------|--------------------------------|--------------------------------|
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02

Entity clarity

Can AI tell exactly who you are?

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- | | | | | |
|----|---|--------------------------------|--------------------------------|--------------------------------|
| 06 | Our company name, address and phone number are identical on our website, Google Business Profile, LinkedIn and directories. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|---|--------------------------------|--------------------------------|--------------------------------|
-
- | | | | | |
|----|--|--------------------------------|--------------------------------|--------------------------------|
| 07 | Our About page says what we do, who we do it for, where we operate and when we were founded. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|--|--------------------------------|--------------------------------|--------------------------------|
-
- | | | | | |
|----|---|--------------------------------|--------------------------------|--------------------------------|
| 08 | Our website has Organization schema with our legal name, address and social profiles. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|---|--------------------------------|--------------------------------|--------------------------------|
-
- | | | | | |
|----|---|--------------------------------|--------------------------------|--------------------------------|
| 09 | Our Google Business Profile is complete, with the right categories and current details. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|---|--------------------------------|--------------------------------|--------------------------------|
-
- | | | | | |
|----|--|--------------------------------|--------------------------------|--------------------------------|
| 10 | Our key people have LinkedIn profiles that match their roles on our website. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
|----|--|--------------------------------|--------------------------------|--------------------------------|
-

03 Answer-ready content

Do your pages answer the questions buyers ask AI?

___ / 10

- | | | | | |
|-------|--|--------------------------------|--------------------------------|--------------------------------|
| 11 | Each service has its own page that says what it is, who it is for and where we deliver it. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |
| 12 | Our pages answer specific buyer questions directly, in the first lines of a section. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |
| 13 | Our key pages have FAQs written in the words our buyers use. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |
| 14 | Technical detail such as specifications, standards and capacities is written as page text. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |
| 15 | We have industry or application pages for the sectors we want to win work in. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |

04 Authority and proof

Would AI trust you enough to name you?

___ / 10

- | | | | | |
|-------|--|--------------------------------|--------------------------------|--------------------------------|
| 16 | Reputable websites mention us: industry associations, partners, suppliers or publications. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |
| 17 | We have published case studies from real projects. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |
| 18 | We have recent Google reviews from clients. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |
| 19 | Our experts publish technical content under their own names. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |
| 20 | Our certifications, accreditations and memberships are listed on our website. | <input type="text" value="0"/> | <input type="text" value="1"/> | <input type="text" value="2"/> |
| <hr/> | | | | |

05

Accuracy and monitoring

Does AI describe you correctly, and do you check?

___ / 10

21	When asked, AI tools describe our services correctly.	0	1	2
22	AI tools give our correct location and service areas.	0	1	2
23	No outdated information about us, such as old names, services or addresses, appears online.	0	1	2
24	We know which competitors AI tools name when they do not name us.	0	1	2
25	We test what AI tools say about us at least once a month.	0	1	2

YOUR RESULT

Your scores

AREA	SCORE
01 Technical access	/ 10
02 Entity clarity	/ 10
03 Answer-ready content	/ 10
04 Authority and proof	/ 10
05 Accuracy and monitoring	/ 10
Part B total	/ 50

In each area, 8 to 10 means in place, 4 to 7 partly in place and 0 to 3 missing. These bands are guidance written for this assessment.

PRIORITIES

What to fix first

Start with your lowest-scoring area, but use this order when scores are close. Each step depends on the one before it.

1

Open the door.

If Technical access scored low, fix it first. AI tools cannot recommend what they cannot read, so nothing else counts until this is right.

2

Make your identity consistent.

Give every listing the same name, address, phone number and description, and add Organization schema. This is how AI tools tell you apart from similar companies.

3

Correct what is wrong.

If prompts 7 to 10 scored 0 or 1, update the pages and listings AI tools are drawing on. Wrong answers about you are worse than none.

4

Answer the buyer's questions.

Write service, industry and FAQ content that answers prompts 1 to 6 directly. This is what earns a place in category answers.

5

Build proof, then test monthly.

Case studies, reviews and mentions on other sites give AI tools a reason to trust you. Repeat this assessment every month and compare.

NEXT STEP

Want help reading your result?

Book a free strategy session. We'll look at your prompt test and your scores together, and agree what will make the biggest difference to how AI tools see your business.

If you want us to do the work, our GEO and AI Visibility service starts with a full AI visibility audit: how AI tools describe you, which pages and signals they rely on, and where to start.

FREE STRATEGY SESSION

Talk through your score

A free conversation with Jennifer du Plessis,
Founder of Pinnacle Process Marketing.

BOOK A STRATEGY
SESSION →

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