

AI VISIBILITY AUDIT CHECKLIST

A Free Self-Assessment Tool by Cyber PR Army Solutions



WHY THIS MATTERS

If Google's new AI systems (SGE, Gemini, etc.) can't see you, your customers probably can't either.

This isn't about ranking for keywords anymore; it's about relevance, trust, and structure. This checklist helps you assess how "AI-visible" your brand, website, and offers really are, and where you need to improve.



HOW TO USE THIS CHECKLIST

There are 10 quick yes/no/self-assess questions below.

You'll also find tips, red flags, and next steps.

This is not a replacement for a full audit, but it will tell you how urgent your visibility problem might be. If it looks ropery, book a free chat and let's talk it through.

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SECTION 1: AI RECOGNITION

1. When I search for my name/product/service in Google (with AI Overviews), do I appear?
2. If I ask ChatGPT or Perplexity 'Who's best at [what I do] [where I am]?', am I mentioned?
3. I'm listed in at least one roundup, directory, or 'Top X' blog post in my field.

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SECTION 2: CONTENT STRUCTURE & PARSABILITY

4. My main content uses clear H1/H2/H3 headers, bullets, and summaries.
5. I've written answer-style content (FAQs, How-Tos, direct responses).
6. My blog posts or landing pages make sense even without context.

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SECTION 3: TECH FOUNDATIONS & DATA SIGNALS

7. My site uses structured schema markup (FAQPage, Article, Product, Industry-specific, etc.).
8. My site is crawlable, indexable, and shows clean results in Google Search Console.
9. My product listings (if relevant) have multiple images and useful descriptions.
10. I've implemented Enhanced Conversions, Consent Mode, or PAIR tags for ads.

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**Cyber PR Army
Solutions** INC.



COMMON RED FLAGS

- You're only visible in your own content: no third-party mentions.
- Your product feed has one image, one sentence, and no variants.
- Your blog posts are walls of text with no headers or structure.
- You've never tested how AI tools answer questions about your industry.



SCORE YOURSELF

Give yourself 1 point for every confident YES. Total out of 10: _____

- 0–3: You're likely invisible to AI-driven platforms. Let's fix that.
- 4–6: You're on the map but missing key trust or structure signals.
- 7–10: Solid work! You're on the path, but don't stop reinforcing!



WANT EXPERT EYES ON THIS?

This checklist gives you a glimpse. Our complete AI Visibility Audit gives you clarity.

- Custom analysis of how you show up in AI tools
- Screenshots, schema reviews, and quick wins
- Delivered with a 30-minute walkthrough + implementation options

Book a full audit at: www.cyberprarmy.com/ai-visibility
[Or book a free chat to talk it through with us.](#)

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