AI Visibility Quick Check

Will AI systems recommend your company when buyers research your category?

AI tools are increasingly doing the research, comparison, and shortlisting before buyers engage.

If AI systems cannot clearly understand and trust your company, you may never reach the human decision maker.

1. AI Visibility Scorecard (2 minutes)

Check what is true today.
1 point for each box.

Clarity

☐ We clearly state **what we do in one sentence**
☐ Our **category and positioning** are obvious
☐ Our **ideal customer** is clearly described

Machine Readability

☐ Our products/services are **clearly explained online**
☐ Our offering can be understood **without a sales call**
☐ Messaging is **consistent across website and LinkedIn**

Credibility

☐ We publish **case studies or customer proof**
☐ We have **customer logos, testimonials, or reviews**
☐ We appear on **credible third-party sites**

Differentiation

☐ We clearly explain **why we are different**
☐ Our **use cases** are obvious
☐ An outsider could explain **when to choose us**

Your Score

0–5
AI will likely struggle to understand or recommend your company.

6–9
You may appear occasionally, but inconsistently.

10–12
Strong visibility. AI systems can likely understand and recommend your business.

2. 5-Minute AI Discoverability Audit

Ask any AI tool:

• *What companies provide [your category]?*
• *Who are the best companies for [your use case]?*
• *Compare the top companies in [your category].*
• *Why would someone choose [your company]?*

Check:

• Do you appear?
• Is the explanation accurate?
• Are competitors showing up instead?

3. The AI Shortlist Test

Ask AI:

"If I were buying [category], which companies should I evaluate?"

Then ask:

"Why those companies?"

If AI cannot explain **why you matter**, you are unlikely to reach the buyer.