

AI Visibility Checklist

Original checklist for SEO reports. Uses no third-party screenshots and no invented metrics.

Entity clarity

State the brand name, category, audience, location or market, and differentiators in language that can be cited consistently.

Answer-ready pages

Map priority prompts to pages that directly answer the problem, name the audience, and support claims with owned evidence.

Citation tracking

Record prompt, date, observed answer, cited pages, missing source, and action. Treat each result as a dated observation.

Reporting caveat

AI answers are volatile. Report direction and evidence quality, not permanent ranking claims.

Check	Evidence to collect	Action
Entity definition	About page, service pages, schema	Clarify ambiguous brand descriptors
Prompt coverage	Dated prompt samples	Map gaps to pages
Citation target	Owned URLs cited or missing	Improve answer-ready sections
Report note	Confidence and date	Avoid stable ranking claims