

The AI Visibility Checklist

Seven checks to see if AI recommends your business

More customers now ask ChatGPT, Google AI, Gemini and Copilot to recommend a business like yours. This twenty-minute check shows whether you come up, and what to fix first.

1. Run the recommendation test

In ChatGPT, Google, Gemini and Copilot, ask the questions a customer would, using your real trade and town:

"Can you recommend a good [your trade] in [your town]?"

"Who are the best [your trade] near [your town]?"

"What can you tell me about [your business] in [your town]?"

2. Score yourself

- AI tools name my business for my main service
- What the tools say about me is accurate
- My Google Business Profile is complete and current
- I have recent reviews (within the last month)
- My website says what I do and who for, fast
- My name, address and phone match everywhere online
- Other sites and directories mention my business

6-7 ticks: in good shape. 3-5: foundations leaking. 0-2: largely invisible, make this a priority.

3. Fix the gaps in order

Start - clarity & consistency

Complete your Google Business Profile. Make your website say plainly what you do, where and who for. Correct any listings with wrong details.

Build - reputation

Ask happy customers for a Google review, steadily. Recent and regular beats a big old pile.

Scale - mentions

Get named in the directories, local press and industry sites that AI tools read.