

CHECKLIST · FREE RESOURCE

AI SEARCH VISIBILITY CHECKLIST

*42 checks to get your brand cited by ChatGPT, Google AI Overviews,
Perplexity and Copilot*

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AGENCY

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AI search visibility checklist

A growing share of your future customers will never see a results page. They ask a question, an AI answers it, and three or four brands get named. Everybody else is invisible. In our own accounts, AI referrals are still a small slice of traffic, but it is the slice that converts best, because the visitor arrives already told that you are the answer.

This checklist is the exact list we run when we audit a site for AI search (people call it GEO, generative engine optimization, or AEO, answer engine optimization; same thing). It is in the order we do it, not the order it is usually written about. Technical access first, because nothing else matters if the crawlers cannot read you. Then entity clarity, then content shape, then off-site signals. Tick what is done, fix what is not, and come back in a quarter.

One honest note up front: nobody controls which sources an AI cites. What you control is whether you are easy to find, easy to understand and easy to quote. That is what the 42 points below are about.

What is inside

1. Can the AI crawlers even read you?
2. Does the AI know who you are?
3. Is your content shaped to be quoted?
4. Do other sources agree that you exist?
5. Are you measuring it?
6. What to do first

Can the AI crawlers even read you?

Most sites we audit fail two or three of these without knowing. Start here.

- ☐ **robots.txt allows GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended and Bingbot**
 - Check the file directly. Many security plugins and CDNs block AI crawlers by default, which is fine if you chose it and a disaster if you did not.
- ☐ **The firewall or bot protection does not challenge AI crawlers**
 - Vercel, Cloudflare and others can serve a JavaScript challenge to anything that looks automated. If a plain curl to your homepage returns a challenge page, so does the AI.
- ☐ **Your key content is in the HTML, not rendered only by JavaScript**
 - Most AI crawlers do not execute JavaScript. View source, not inspect element. If the text is not there, it does not exist for them.
- ☐ **llms.txt exists at the root and says who you are, what you do, where you are and what you charge**
 - A plain-text summary for language models. Keep every fact identical to the site.
- ☐ **Sitemap is current and submitted to Google Search Console and Bing Webmaster Tools**
 - Bing feeds Copilot and ChatGPT search. Half the sites we see have never been verified in Bing.
- ☐ **Pages load in under 2.5 seconds and return a clean 200**
 - Slow or flaky pages get crawled less and quoted less.
- ☐ **One canonical version of every URL (www or not, trailing slash or not)**
 - Duplicates split whatever authority you have.
- ☐ **Pages that matter are not behind a login, a cookie wall or a geo block**
 - Including the consent banner: it must not hide the content itself.