# CHATGPT BRAND VISIBILITY AUDIT CHECKLIST

**Find out how visible your business is across Google, ChatGPT, Gemini and AI search in 10 minutes.**

| | |
|---|---|
| **PRODUCT PROMISE**<br>A practical 35+ checkpoint audit that turns brand, search and AI visibility into a 0–100 score and a prioritized action plan. | **PRICE**<br>■499<br><br>**UPSELL**<br>■2,500–■10,000 AI Search Audit |
| **WHO IT IS FOR**<br>Founders, CEOs, CMOs, consultants, agencies, local businesses, SaaS companies, real estate brands, GCC-facing businesses and professional services. | **TIME**<br>10 minutes for a baseline audit<br><br>**OUTPUT**<br>Score + gaps + recommended actions |

## HOW TO USE THIS AUDIT

**Step 1:** Search the exact brand and brand + service queries on Google. **Step 2:** Ask equivalent questions in ChatGPT and Gemini. **Step 3:** inspect the website, LinkedIn, reviews and third-party sources. **Step 4:** score every checkpoint. **Step 5:** fix P1 items first.

**Scoring rule:** 0 = missing/weak, 1 = partial, 2 = strong. There are 35 checkpoints × 2 points = 70 raw points. Convert to 100: **(raw score ÷ 70) × 100**.

**Important:** This is a diagnostic framework, not an official Google, OpenAI or Gemini score. AI visibility is probabilistic. A strong score improves readiness but cannot guarantee rankings, recommendations or citations.

## AUDIT WORKSHEET

| | |
|---|---|
| **Business / Brand** | _____ |
| **Website** | _____ |
| **Primary market / location** | _____ |
| **Primary service** | _____ |
| **Main competitors** | _____ |
| **Audit date** | _____ |

**Baseline test prompts:** Who is [Brand]? What does [Brand] do? Where is [Brand] based? What services does [Brand] provide? Who are the best [service] providers in [location]? What should I know before choosing [service]?

# PAGE 2 — BRAND SEARCH, GOOGLE & AI ANSWER VISIBILITY

| # | Checkpoint | Evidence / what to verify | 0–2 |
|---|---|---|---|
| 1 | Exact brand search | Search the exact brand. Record official site position and whether the result accurately represents the business. | ____ |
| 2 | Brand + location | Search Brand + city/country. Check local relevance and consistency. | ____ |
| 3 | Brand + service | Search Brand + primary service. Check whether the correct service page appears. | ____ |
| 4 | Brand + founder | Search Brand + founder/person. Check whether the relationship is clear. | ____ |
| 5 | Branded query variants | Test abbreviations, common misspellings and natural-language variants. | ____ |
| 6 | SERP ownership | Count useful first-page assets: website, LinkedIn, YouTube, profiles, articles, directories. | ____ |
| 7 | Google Business Profile | Check category, website, description, reviews, photos, contact data and consistency. | ____ |
| 8 | Search Console branded queries | Review branded impressions, clicks, CTR and emerging brand + service queries. | ____ |
| 9 | Important pages indexed | Confirm homepage, About, service and authority pages are indexed. | ____ |
| 10 | AI: Who is the brand? | Ask ChatGPT and Gemini to identify the business; record accuracy and sources. | ____ |
| 11 | AI: What does it do? | Test the core service question and compare answers. | ____ |
| 12 | AI: Where is it based? | Check location and service-area accuracy. | ____ |
| 13 | AI: Who does it serve? | Check whether target customers/industries are correctly identified. | ____ |
| 14 | AI: Best-provider queries | Test relevant category + location questions and record competitors/brand visibility. | ____ |
| 15 | AI source/citation review | For web-grounded answers, record which pages/domains are cited. | ____ |
| 16 | AI factual accuracy | Check name, founder, services, location, experience and claims for errors. | ____ |
| 17 | Prompt variation test | Repeat the same intent using 3–5 differently worded prompts. | ____ |
| 18 | Competitive comparison | Run equivalent tests for 3–5 competitors and compare source coverage. | ____ |

### Evidence notes / URLs / competitor observations:

_____

_____

# PAGE 3 — ENTITY, FAQ, CONTENT, REVIEWS & AUTHORITY

| # | Checkpoint | Evidence / what to verify | 0–2 |
|---|---|---|---|
| 1 | Brand entity consistency | Same official brand name, spelling and URL across owned and major external profiles. | ____ |
| 2 | Founder association | Website and profiles clearly connect the founder/person to the brand where factual. | ____ |
| 3 | Primary category | Business category is explicit: e.g., SEO Consultant, Growth Marketing Consultant or AI Search Consultant. | ____ |
| 4 | Location clarity | Primary location and service geography are explicit and consistent. | ____ |
| 5 | Service taxonomy | Major services are clearly named and explained. | ____ |
| 6 | About page | Explains who operates the business, expertise, experience and scope. | ____ |
| 7 | Organization information | Contact/business information is crawlable and consistent. | ____ |
| 8 | LinkedIn company presence | Complete profile, website, description, services and active content. | ____ |
| 9 | Founder LinkedIn presence | Clear headline, About, experience, services and links to authoritative pages. | ____ |
| 10 | Core FAQs | Who, what, where, who-for and why-buy questions answered directly. | ____ |
| 11 | Commercial FAQs | Pricing factors, process, deliverables, timelines and suitability addressed. | ____ |
| 12 | Problem FAQs | Real pre-purchase questions answered with useful detail. | ____ |
| 13 | Comparison FAQs | Legitimate alternatives/comparisons addressed without unsupported claims. | ____ |
| 14 | Local FAQs | Location-specific questions answered for local/service-area businesses. | ____ |
| 15 | Answer-first structure | Direct answer appears early, followed by evidence/details. | ____ |
| 16 | Original expertise | Content demonstrates first-hand experience, examples, frameworks or data. | ____ |
| 17 | Topical depth | Core services have supporting informational content and related questions. | ____ |
| 18 | Author expertise | Expert author identity and credentials are visible where appropriate. | ____ |
| 19 | Source quality | Statistics and important claims have credible, traceable sources. | ____ |
| 20 | Content freshness | Time-sensitive pages are reviewed and updated. | ____ |
| 21 | Internal linking | Entity, service, industry and supporting content are logically connected. | ____ |
| 22 | Reviews | Genuine, specific reviews exist on relevant platforms. | ____ |
| 23 | Review relevance | Reviews mention actual services, outcomes or customer experience. | ____ |
| 24 | Third-party publications | Relevant external sites mention the brand/founder. | ____ |
| 25 | Interviews/podcasts | Independent interviews reinforce expertise. | ____ |
| 26 | Business directories | High-quality relevant profiles are complete and consistent. | ____ |
| 27 | Entity corroboration | Independent sources describe the same brand consistently. | ____ |

**Authority / content gaps to fix:**

_____

_____

# PAGE 4 — TECHNICAL SEO, SCORING & RECOMMENDED ACTIONS

## SCORING DASHBOARD

| Category | Raw score | Max | Notes |
|---|---|---|---|
| Brand + Google visibility | ____ | 20 | _____ |
| AI answer visibility | ____ | 16 | _____ |
| Entity + FAQ coverage | ____ | 14 | _____ |
| Content + authority | ____ | 14 | _____ |
| Technical SEO + conversion | ____ | 22 | _____ |
| **TOTAL** | ____ | **86** | _____ |

**Normalize to 100:** (your raw score ÷ 86) × 100 = _____ / 100

**Suggested diagnostic bands:** 0–39 Weak • 40–59 Developing • 60–74 Good foundation • 75–89 Strong • 90–100 Highly prepared. These bands are a Digital Cyril framework, not an official platform score.

## RECOMMENDED ACTIONS

| Priority | Recommended action | Status |
|---|---|---|
| P1 | Fix inconsistent brand, founder, service and location information across owned profiles. | ■ |
| P1 | Strengthen homepage/About/core service pages with direct factual answers and clear entity relationships. | ■ |
| P1 | Resolve indexing, robots, canonical, sitemap and structured-data issues. | ■ |
| P1 | Create a repeatable Google + ChatGPT + Gemini query test set and record sources. | ■ |
| P2 | Build FAQ and answer-focused content around high-intent commercial questions. | ■ |
| P2 | Strengthen LinkedIn, reviews, professional profiles and credible third-party mentions. | ■ |
| P2 | Build topical authority through expert-led content and relevant internal links. | ■ |
| P3 | Monitor branded queries, AI mentions, citations, referral traffic and qualified enquiries monthly. | ■ |

**WHAT YOUR SCORE MEANS**

A low score usually means the brand is difficult to identify, verify or connect to the right topics. A higher score means the business has stronger foundations across entity clarity, content, authority and technical accessibility. AI systems can still produce different answers across prompts and platforms.

## READY FOR A DEEPER AUDIT?

If this checklist exposes gaps, the next step is a paid **AI Search Visibility Audit**. Digital Cyril can review your Google and AI query coverage, competitor visibility, citations and source patterns, entity consistency, content gaps, internal linking, technical accessibility and prioritized actions.

**Book an AI Search / Growth Marketing Consultation:**
https://digitalcyril.in/digital-cyril-marketing-consultant/

**Digital Cyril** — AI-Powered Growth Marketing Consultant in Hyderabad

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