

AI Search Self-Check

A printable scorecard to see if AI tools name your business, and what to check if they don't.



Most advice about getting named by AI tools is guesswork. This scorecard skips the guessing. Run the prompts, write down what you see, then check the basics. Repeat it each month with the same prompts so you can tell if anything changed.

1 Step 1: Run the prompts

Use the questions a customer would actually type. Fill in your service and your town, then run each one in ChatGPT, Perplexity, and Google (AI Mode, or the AI Overview at the top of the results). Stay logged out where you can, so your own history does not tilt the answers.

- ☐ **Best [service] in [town]**
- ☐ **Who do you recommend for [service] near [town]?**
- ☐ **[Service] company in [town] with good reviews**
- ☐ **How much does [service] cost in [town]?**
- ☐ **Is [your business name] a good choice for [service]?**
This one shows what AI tools already say about you, right or wrong.

2 Step 2: Record what you see

Mark each box yes or no. In the last column, write the sites each answer linked to or named as sources.

Prompt	ChatGPT	Perplexity	Google	Sources the answers used
1. Best [service] in [town]				
2. Who do you recommend				
3. With good reviews				
4. How much does it cost				
5. Is [your business] a good choice				

3 What the grid tells you

What you see	What it usually means	Check first
Competitors named, you never	AI tools can't find enough about you	Step 3, top to bottom
You're named, but with wrong details	Your information conflicts across sites	The listings the answers cited
Named in Google, not in ChatGPT	The tools lean on different sources	The sources each answer listed
Nobody local gets named	Thin information for your market	Your own service and town pages

4 Step 3: Check the basics

Google's guidance on its AI features says the same fundamentals behind regular search still apply. Check each one.

- ☐ **Your important pages are indexed in Google**
A page has to be indexed to show up in Google's AI features. Check the Pages report in Search Console.

- ☐ **Search Console is set up, and you've opened the Generative AI performance report**
It shows how often your pages appear in AI Overviews and AI Mode.
- ☐ **Your Google Business Profile is complete and current**
Google says Business Profile details help your services show up in its AI responses.
- ☐ **Name, address, and phone match everywhere**
Start with the sites the answers cited in Step 2, then your site, Google, Bing Places, Apple Maps, Yelp, and Facebook.
- ☐ **Each main service has its own page that answers what customers ask**
- ☐ **Your pages say something only you could say**
Real jobs, real photos, your own process. Google's guide calls this non-commodity content.
- ☐ **Schema, if you use it, matches what the page says**
Google lists this as a best practice. It also says no special schema is needed for its AI features.
- ☐ **Reviews come in steadily, and you answer them**
- ☐ **Your pages load quickly and work on a phone**

5 Seven red flags in an AI SEO pitch

Google published a list of AI search tactics you can ignore. If a pitch leans on any of these, ask for evidence before you pay.

- ☐ **An llms.txt file sold as the way into Google's AI answers**
Google Search ignores these files. For other AI tools, the verdict is still out.
- ☐ **Special schema "for AI"**
Google says no special schema is required.
- ☐ **Rewriting or chopping every page into small chunks**
Google says there is no requirement to do this.
- ☐ **Dozens of near-duplicate pages for every way a question can be asked**
Google says that can violate its scaled content abuse policy.
- ☐ **Bought or fake mentions on forums and list articles**
Google says inauthentic mentions are not as helpful as they seem.
- ☐ **Guaranteed citations or rankings**
Google says indexing and serving are not guaranteed, even for a page that meets every requirement.
- ☐ **A tool that claims access to Google's internal AI data**
Google says no third-party tool has that access.

6 Next month

- ☐ **Run the same five prompts on the same day of the month**
- ☐ **Compare the grid with last month's**
- ☐ **Change one thing at a time, so you know what made the difference**



Want a second set of eyes on it?

If the grid comes back empty and the basics are done, the next step is usually better pages and more reviews, not a new tool. We do answer engine optimization for service businesses, and we will tell you honestly if you do not need us.

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