

AI Search Visibility Checklist for Small Businesses

A practical, step-by-step checklist for making your website easier for ChatGPT, Gemini, Perplexity, and Google AI Mode to understand, trust, and recommend. Companion to the full guide at aidigitalspace.com.

1 Test Your AI Search Visibility

Ask these prompts on at least two AI platforms (ChatGPT, Perplexity, Google AI Mode), swapping in your own details:

"What are the best [your service] providers in [your city]?"

"Who offers [your product/service] near [your area]?"

"[Your business name] review"

- ☐ Screenshot the results from each platform — this is your baseline
- ☐ Note whether your business appears, and whether the description is accurate

2 Make Your Website Clear

- ☐ Your homepage clearly states **what you offer**
e.g. "We design custom Shopify stores for DTC brands"
- ☐ It clearly states **who you help**
e.g. "Freelancers, small e-commerce teams, and solopreneurs"
- ☐ It clearly states **where you operate**
e.g. "Based in Portland, OR — serving clients across the US"
- ☐ It clearly states **what makes you different**
e.g. "Avg launch time: 3 weeks. 97% client retention rate"
- ☐ It clearly states **how to contact you**
Email, phone, or contact form visible without scrolling far

3 Create Useful Content

- ☐ Listed your 10 most common customer questions
- ☐ Checked whether each question has a clear, dedicated answer on your site
- ☐ Added service pages, FAQs, guides, or comparisons for the 3 gaps you found first
- ☐ Each page answers its core question in the first 2–3 sentences, before expanding

4 Add Proof AI Systems Can Verify

- ☐ Asked 3–5 recent happy customers for a Google review
- ☐ Updated your About page with real names, qualifications, and a photo
- ☐ Noted any third-party mentions (press, forums, partner sites) worth linking to

5 Improve Local Visibility

- ☐ Google Business Profile complete and accurate
- ☐ Listed on Bing Places (feeds ChatGPT's search results)
- ☐ Listed on Yelp, Trustpilot, or relevant industry directories
- ☐ Social profiles (LinkedIn, Instagram, Facebook) show consistent details
- ☐ **Name, address, and phone number** match exactly across every listing

✗ Avoid These — They Don't Work

- ☐ Keyword stuffing — repeating phrases instead of writing clearly
- ☐ Fake or incentivized reviews
- ☐ Mass AI-generated, thin pages with no real substance
- ☐ Relying on **llms.txt** as a fix — it has no confirmed effect on Google Search or AI Overviews

✓ Your 30-Day Plan

WEEK 1

Test & Benchmark

Run the test prompts across 2–3 AI platforms. Screenshot everything. This is your "before."

WEEK 2

Fix Your Pages

Update your homepage and top 3 service pages with the five clarity facts. Answer your top customer question.

WEEK 3

Build Proof & Profiles

Collect reviews. Update Google Business Profile, Bing Places, and Yelp with consistent details.

WEEK 4

Retest & Track

Run the same prompts again. Compare to Week 1. Set a monthly reminder to repeat the cycle.

"You can't force AI systems to mention your website. But you can make your business clearer, more useful, more credible, and easier to verify — and that's what separates the businesses AI recommends from the ones it skips."