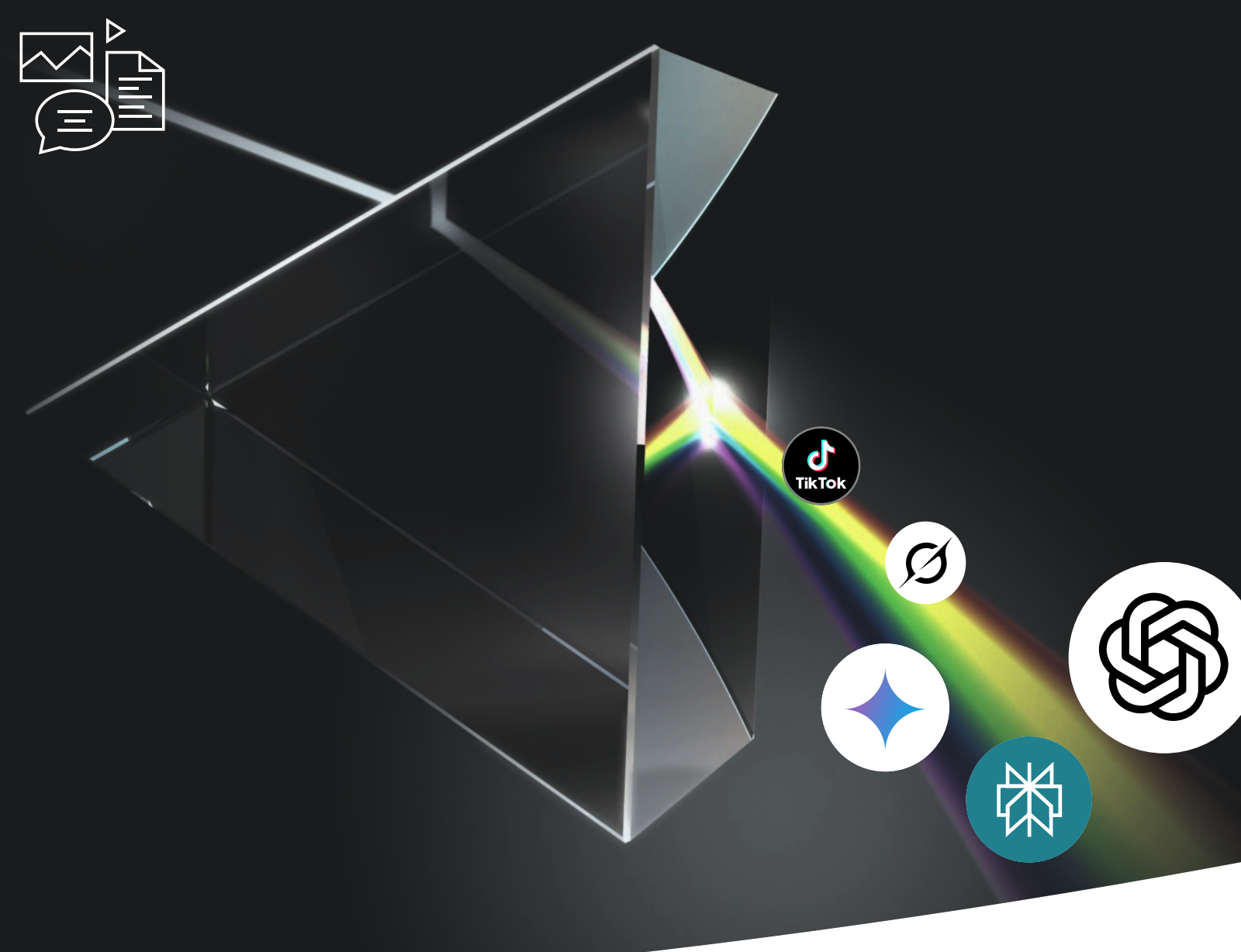




# The AI Search Visibility Checklist

5 steps to help your brand show up in the new era of search



AI platforms like ChatGPT, Gemini, Perplexity, and even TikTok are becoming go-to tools for discovery — alongside “traditional” search engines. But every platform prioritizes and [pulls data differently in order to generate answers](#). Driving brand visibility in AI search can feel complex (to say the least).

As talk about “[generative engine optimization](#)” (GEO) heats up, brands must recognize two truths:

1

It’s tempting to panic about change, but remember... Google has never given us their full algorithm, either. Despite this, marketers found success by building smart, consistent, structured strategies — and the same thing works today, just [adapted for AI](#).

2

To stay discoverable, brands need to shift from an SEO-only mindset to a search-everywhere strategy.

This checklist will help you get started.

## Step 1

### Audit your brand visibility — beyond Google

Can customers find you when they ask questions on AI platforms? What about maps, social, and voice assistants?

Start by answering these questions:

- ☐ Where does your brand appear today?
- ☐ Are your listings accurate, consistent, and complete?
- ☐ Are you tracking mentions on AI-driven search tools?

#### PRO TIP

Make sure your information is complete across all publishers. The [more complete and trusted your information](#), the more likely you are to surface in generative results.

## Step 2

### Use conversational language in your content

AI doesn’t search the way humans do — but it answers the way we speak. That means your brand content should reflect natural, intent-based language.

Focus on:

- ☐ FAQs that reflect real customer questions
- ☐ Blog posts that sound like conversations, not keyword-stuffed pages
- ☐ Reviews and responses that reinforce brand voice and credibility
- ☐ Individual (local if applicable) pages with clear, robust, and conversational content

#### PRO TIP

Read your content out loud. If it sounds stiff, it won’t land in AI search results.

## Step 3

### Keep your data accurate — everywhere

[AI models rely](#) on accuracy and consistency to determine trust. Even small inconsistencies (like different hours listed on Yelp vs. Google) can harm discoverability.

Check:

- ☐ Business hours, services, and attributes (for every location)
- ☐ Photo quality and frequency
- ☐ Consistency across Google, Yelp, Facebook, Apple, and smaller third-party directories

#### PRO TIP

A centralized system for updates saves time and builds trust with both AI and customers. A [knowledge graph](#) is the right tool for the job.

## Step 4

### Pay attention to what customers are saying

AI tools mine public signals — like reviews and FAQs — to build responses. That means your best keywords and content ideas may already be in your customer feedback.

Do this:

- ☐ Monitor reviews for themes (like “dog-friendly” or “fast check-in”)
- ☐ Pull phrasing into listings, [FAQ pages](#), and response templates
- ☐ Refresh location-level FAQs with real-world, search-friendly language
- ☐ Use common questions to inspire future content (blog posts, social videos, etc.)

#### PRO TIP

If customers are saying it, [AI is probably seeing it](#).

## Step 5

### Keep an eye on your competition

It’s hard to win if you don’t know who you’re playing against. Competitive search visibility is a moving target — and your top competitor in one market might be different in another.

Make sure to:

- ☐ Identify key competitors by location
- ☐ Track visibility and sentiment across platforms
- ☐ Note review volume, frequency, and language
- ☐ See where they’re showing up that you’re not

#### PRO TIP

Context is hugely important. It’s not just about ranking, but “winning” the moment.

## Driving brand visibility in the present — and future — of AI search

AI search isn’t the future — it’s already here. And while it may feel complex, there are concrete steps you can take today to make sure your brand is visible when and where it matters.

**Start with this checklist. Then, stay curious. Because search is only getting smarter — and your strategy should, too.**

AI search is changing how customers discover brands. Ready to see where you stand — and make moves to improve your brand visibility?

[Click here](#)

