The AI visibility checklist

Thirteen checks that decide whether ChatGPT, Perplexity, Gemini and Claude name your business when a customer asks, and whether Google shows the page at all.

54% of UK adults now use AI tools such as ChatGPT, Copilot or Gemini.

Ofcom, Adults' Media Use and Attitudes, 2 April 2026

Checks 1 and 2	**Can AI assistants read your site?** Crawlers, sitemaps and walls in the way.
Checks 3 to 10	**Will an assistant quote you?** How each page is written and laid out.
Checks 11 and 12	**Will Google show the page?** Titles, structure and the basics.
Check 13	**Do others vouch for you?** Reviews and the sites that mention you.

How to use it. Start with the ten-question test on page 2 to see where you stand today. Then run the thirteen checks on your three most important pages and tick each one that passes. Page 6 shows them run on our own website.

Before you start

The ten-question test

Write down the ten questions your customers ask before they buy, in their own words. Ask each one in ChatGPT, Perplexity, Gemini and Claude, and tick every answer that names your business. The total is your starting point. Run it again in a month. Type straight into this page on screen, or print it.

The question, as a customer would ask it	ChatGPT	Perplexity	Gemini	Claude
01	☐	☐	☐	☐
02	☐	☐	☐	☐
03	☐	☐	☐	☐
04	☐	☐	☐	☐
05	☐	☐	☐	☐
06	☐	☐	☐	☐
07	☐	☐	☐	☐
08	☐	☐	☐	☐
09	☐	☐	☐	☐
10	☐	☐	☐	☐

_____ of 40

Answers change from week to week, so one test is a snapshot. The checks that follow are what moves the number.

Run these on your three most important pages

Part 1 Can AI assistants read your site?

01 Let the AI search crawlers in

An assistant can only cite a page its crawler is allowed to read.

Check Open `yoursite.co.uk/robots.txt` and make sure none of these is blocked: OAI-SearchBot (ChatGPT), Claude-SearchBot (Claude), PerplexityBot (Perplexity), Googlebot (Google and AI Overviews) and Bingbot (Bing and Copilot). Blocking GPTBot or ClaudeBot only stops your text being used to train models. OpenAI says each setting is independent of the others.

- **In Provley** Provley checks access for all 16 AI and search crawlers and shows the fix if one is blocked.

02 Keep your important pages open and listed

Text behind a login, a cookie wall or a pop-up may be read as an empty page.

Check Your key pages are in your sitemap, and their main text shows without signing in or clicking anything first.

- **In Provley** Provley scores every page in your sitemap, up to 100, and re-scores them every week.

Part 2 Will an assistant quote you?

03 Put the answer first

Assistants tend to lift the sentence that answers the question. If yours comes third, they may lift someone else's.

Check Each section answers its question in the first 40 to 60 words, with the figure if there is one, and explains after.

- **In Provley** Provley's AI score checks for the answer in the opening lines, and Fix this page shows the edit.

04 Ask the question in the heading

Headings written the way customers ask are easier to match to the questions people put to assistants.

Check One main heading per page, then subheadings phrased as your customers' questions, in order, with no levels skipped.

- **In Provley** Write from questions starts every article from a question your customers actually ask.

05 Source every figure in the same sentence

A number with who measured it and when is a fact an assistant can cite. On its own it is only a claim.

Check Find every number on the page. Each one names its source and date in the same sentence.

- **In Provley** Provley flags every figure without a named source.

Will an assistant quote you?

06 Name the people behind your expertise

Google's guidance on helpful content asks who created it and why they would know. Give the same signal to assistants.

Check Advice and quotes carry a real name and role, such as your head of engineering, not "our team".

- **In Provley** Experts: Provley emails your expert one question and keeps the answer, with their name, word for word.

07 Say who you are, the same way everywhere

An assistant needs to know which business it is naming before it names you.

Check Your business name, what you do and where you do it appear plainly on the page, worded the same on every page.

- **In Provley** Provley flags pages where the business is not named clearly.

08 Make each section stand on its own

Assistants usually quote a passage, not a whole page.

Check Read each section by itself. If it opens with "this", "it" or "they" and only makes sense after the one before, rewrite the first line.

- **In Provley** Provley flags paragraphs that depend on earlier text.

09 Show a date

A visible date is the simplest way to show a page is current.

Check A visible published or updated date on the page, and no references to years that have passed.

- **In Provley** Provley's AI score checks every page for a visible date.

10 Use lists, tables and a short summary

Content with a clear shape is easier to lift into an answer.

Check Steps are numbered lists, comparisons are tables, and long pages end with a short summary or a few questions and answers.

- **In Provley** Fix this page shows the exact edit for each page, where it goes and one line on why.

Part 3 Will Google show the page?

11 Give every page its own title and description

Google uses them to decide what a page is for, and shows them in results.

Check Each page has a unique title of about 60 characters and a description of about 155, saying what the page answers. Your key pages link to each other.

- **In Provley** Provley's Google score checks titles, descriptions, headings and internal links on every page.

12 Get the basics right

Google says a page needs to be indexed and eligible to show with a snippet to appear in AI Overviews, with no additional requirements.

Check The page works on a phone, loads over HTTPS, has alt text on its images, carries structured data for your business, and is in a sitemap submitted to Google Search Console.

- **In Provley** Provley's Google score checks mobile, HTTPS, alt text, structured data and your sitemap.

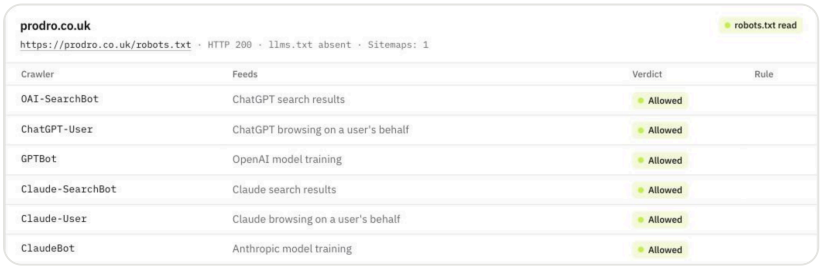
Part 4 Do others vouch for you?

13 Be talked about beyond your own site

Assistants weigh what others say about you, not only what you say. Google says reviews and the websites that link to you both count towards how prominent a business is.

Check You have recent reviews on Google and on the review sites your customers use, and you reply to them. Your website links to your reviews. Your business is listed the same way on the directories and industry sites that matter in your field.

- **In Provley** Provley tracks your Google rating and review count week to week, beside your AI number.



In Provley. AI crawler access for prodro.co.uk, 23 October 2026: robots.txt read and every AI crawler allowed, so check 1 passes.

Sources

Cover: Ofcom, Adults' Media Use and Attitudes, 2 April 2026, ofcom.org.uk.

Check 1: OpenAI, Overview of OpenAI Crawlers, developers.openai.com/api/docs/bots.

Checks 6 and 12: Google Search Central, Creating helpful, reliable, people-first content, and AI features and your website (updated 10 December 2025), developers.google.com/search.

Check 13: Google Business Profile Help, Tips to improve your local ranking on Google, support.google.com/business/answer/7091.

Checks 3 to 10 follow the checks behind Provley's AI score. They describe what makes a passage easy to cite. No check guarantees that an assistant will name you.

Worked example

We ran it on our own site: 4 before, 12 after

prodro.co.uk is the website of Prodro, the company behind Provley. Seven main pages, checked on 23 October 2026, fixed, then checked again on 27 October 2026. A check passes if it holds on every main page. Check 13 is about other sites, so both scores are out of 12.

	Check	Before 23 Oct 2026	What we changed	After 27 Oct 2026
01	**Let the AI search crawlers in**	Pass	Nothing needed. robots.txt already allowed every crawler.	Pass
02	**Keep important pages open and listed**	Pass	Nothing needed. All 13 pages were in the sitemap and readable without signing in.	Pass
03	**Put the answer first**	Fix needed	The home page now opens with what Prodro does: “Prodro fixes the work that holds the business back.”	Pass
04	**Ask the question in the heading**	Fix needed	Field guide headings became customer questions: “Quantify the value.” became “How do you work out what a slow process is costing you?”	Pass
05	**Source every figure**	Fix needed	“Three weeks to a desk” is now labelled as an example, not a client result.	Pass
06	**Name the people behind your expertise**	Fix needed	Full names and roles on the About page: Kieran McCloud, Director, and Tom Davis, Director.	Pass
07	**Say who you are, the same way everywhere**	Fix needed	One sentence near the top of the home page: our name, what we do, who for, and that we are in London.	Pass
08	**Make each section stand on its own**	Fix needed	The 6 sections that opened with “this”, “that”, “they” or “it” have new first lines.	Pass
09	**Show a date**	Fix needed	“Updated” and the date on every main page.	Pass
10	**Use lists, tables and a short summary**	Pass	Nothing needed. Numbered steps throughout, questions and answers on Home and Start.	Pass
11	**Own title and description per page**	Fix needed	About, Blog and Contact titles now say what each page answers.	Pass
12	**Get the basics right**	Pass	Nothing needed. HTTPS, alt text and structured data were already in place.	Pass
13	**Be talked about beyond your own site**	n/a	Not scored. This check is about other sites, so it cannot be scored from prodro.co.uk.	n/a

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Every failure was in how we wrote the pages, and Provley’s own audit of the site found the same gaps. After the fixes prodro.co.uk passes all 12 checks it can be scored on.

Add up your ticks

What your score means

11 to 13

Your pages are in good shape. Run the ten-question test monthly and keep publishing what your experts know.

6 to 10

Fix the unticked checks on your most important pages first. Most are edits of a sentence or two.

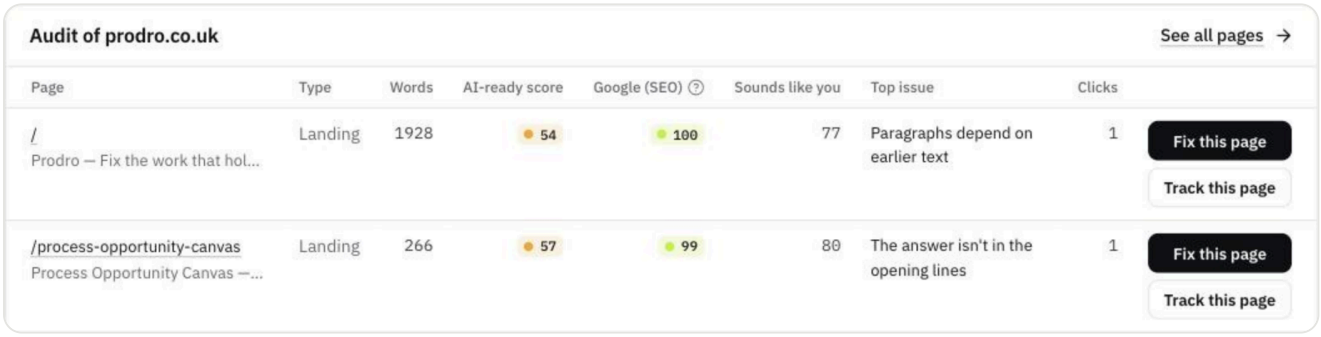
0 to 5

Start with checks 1 and 2. If assistants cannot read the site, nothing else on this list counts.

Then

1. **Fix your three most important pages first.** One page that answers well beats ten that nearly do.
2. **Run the ten-question test again in a month.** Answers move week to week, so look at the trend, not one result.
3. **Keep the checks in your publishing routine.** Every new page should pass all thirteen before it goes live.

Rather have it done for you?



In Provley. Every page scored for AI and Google, with its top issue and a Fix this page button.

Start here

The audit

Up to ten of your pages scored for AI and for Google, three fixes and a link you can share, in about two minutes. No account.

£29.99 one-off · provley.com/audit

Then

The plan

1 website, 10 key questions every week, up to 4 assistants, up to 100 pages re-scored, up to 100 people. One article a week included, and as many more as you want with extra credits. Cancel any time.

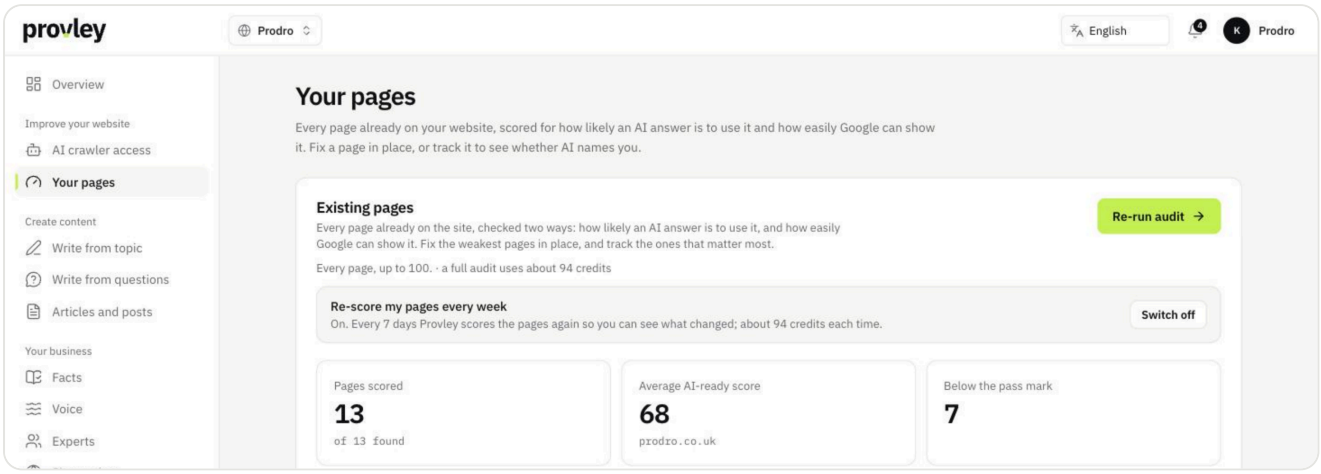
£149.99 a month · provley.com/pricing

Found this useful? Pass it on. This checklist is free to share, as long as it stays whole and keeps the Provley name on it.

What Provley does for you

Provley runs these checks every week, and does the work they point to.

One plan, one website. Everything below is included from the first day.



The real Your pages screen for prodro.co.uk, 23 October 2026.

Measure

Citation Share, every week. Your ten key questions asked in ChatGPT, Perplexity, Gemini and Claude, with every answer kept and its sources shown.

Alerts. An email when an assistant starts naming you for a question, and when it stops.

The Monday email. The number, what changed and the next step.

Google reviews. Your rating and review count, week to week, beside your AI number.

Score and fix

Two scores for every page. AI and Google, each out of 100, re-scored every week on up to 100 pages.

Fix this page. The exact edit, where it goes and one line on why.

Check AI can read your site. Access for every AI and search crawler, and the fix if one is blocked.

Write

As many articles as you want. One a week is included; write more whenever you like with extra credits, from £25 for about three. Each is written in your voice from facts you have approved, and scored before you see it.

Facts and experts. Your experts answer one question by email; nothing is used until you approve it.

From a subject or customer questions. Also as a LinkedIn post, community answer or PR pitch. Send any draft to your copywriter by link.

Teams and reports

Director report. A monthly PDF in your own, or your client's, brand.

Your whole team. Up to 100 people, notifications routed to the right person, two-step sign-in and an activity log.

Connect your AI, API and webhooks. Use Provley from ChatGPT or Claude, or wire it into your own tools.

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