

FREE RESOURCE • AI VISIBILITY WORKSHEET

The AI Visibility Self-Audit

Ask the questions your buyers ask ChatGPT, Perplexity, Gemini and Claude. Score what comes back, trace the sources each answer relies on, and fix the ones that are wrong. It is a self-check, not a measurement — the map of what a measurement would look at.

4 ASSISTANTS

12 BUYER PROMPTS

4 SCORES PER ANSWER

ABOUT 45 MINUTES

For established B2B companies checking what AI assistants tell their buyers

THRIVEFINITY.UK

How to use this worksheet

Fill in section 01 first, then ask each of the twelve prompts in all four assistants. Use a fresh chat each time, logged out or in a private window where you can, with any custom instructions or memory switched off. Paste the prompt exactly as written, with your details filled in.

Scoring each answer. Named: 1 if your company appears at all, 0 if not. **Accurate:** 2 if what it says about you is correct and current, 1 if partly right, 0 if wrong, stale or invented (score 0 if you were not named).

Competitor named instead: write the name. **Sources:** copy any links or publications the answer cites.

One caution. Answers vary between runs, accounts and dates. One audit is a snapshot, not a trend. Date it, keep it, and run the same prompts again in 90 days.

01 Set up

Five details that make every prompt specific and the results comparable next time.

1.1 Today's date, and which assistants and modes you used.

Note whether web search or browsing was on. Answers with search on cite live pages; answers without it rely on training data.

1.2 Your company name, and any former names, product names or domains.

Assistants often describe a company under an old name or an old offer.

1.3 The category phrase a buyer would actually type.

Not your tagline. Check it against the words buyers use in enquiries and on sales calls.

1.4 Your buyer in one line: role, company size, sector, trigger.

This fills the [your buyer] slots in the prompts.

1.5 Your top three named competitors, including the one you lose to most.

Use the ones buyers mention, not the ones you would like to be compared with.

02 The twelve buyer prompts

Three stages of a buying journey: discovery, description, decision. Score every answer in its grid.

DISCOVERY – ARE YOU NAMED WHEN A BUYER HAS NOT HEARD OF YOU YET?

P01 What are the best [your category] providers for [your buyer] in the UK?

Use the category phrase a buyer would type, not your own tagline.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P02 Which companies help [your buyer] with [the problem you solve]?

Describe the problem in the buyer's words, without naming a category at all.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P03 Recommend a [your category] firm for a [company size] company in [sector].

Use the size and sector of your best recent customer.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P04 What are the alternatives to [your top named competitor]?

If you are not in this list, buyers comparing that competitor never meet you.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

DESCRIPTION – WHEN YOU ARE NAMED, IS WHAT THE ASSISTANT SAYS CORRECT?

P05 What does [your company] do, and who is it for?

Check the offer, the buyer and the location. Old offers and retired names are the usual errors.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P06 How much does [your company] cost?

A confident wrong price is worse than “not published”. Note exactly what it says.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P07 Is [your company] any good? What do customers say?

Note which reviews, case studies or forums the answer leans on.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P08 How does [your company] compare with [your top named competitor]?

Check whether your real difference appears, or a generic one.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

DECISION – WHEN A BUYER IS CHOOSING, ARE YOU RECOMMENDED?

P09 Should a [your buyer] choose [your company] or [competitor] for [the job]?

Note which way it leans and the reason it gives.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P10 What are the downsides or risks of working with [your company]?

Any weakness stated here is one a buyer will raise on the call.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P11 What should I ask before hiring a [your category] provider?

Do the questions it lists favour what you are good at, or what a competitor is good at?

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

P12 Shortlist three [your category] providers for [a specific scenario] and explain why.

The closest test to a real buying moment. Being on the shortlist is the outcome that matters.

ASSISTANT	NAMED? 0 / 1	ACCURATE? 0 / 1 / 2	COMPETITOR NAMED INSTEAD?	SOURCES CITED (URLS)
ChatGPT				
Perplexity				
Gemini				
Claude				

03 Your tally

Add up the grids. The pattern matters more than any single answer.

ASSISTANT	TIMES NAMED (OF 12)	ACCURACY POINTS (OF 24)	TIMES A COMPETITOR WAS NAMED INSTEAD	MOST CITED SOURCE
ChatGPT				
Perplexity				
Gemini				
Claude				
Total (of 48 / 96)				

3.1 Your naming rate: total times named ÷ 48.

This is the share of buyer questions where you exist at all. Write it as a fraction, not a feeling.

3.2 Which stage is weakest: discovery, description or decision?

Weak discovery is a reach problem. Weak description is a source problem. Weak decision is a proof or positioning problem.

3.3 Which competitor appears most often in your place?

Read their pages that get cited. That is the bar the assistants are using.

04 Trace the sources

List every source the answers cited. This is where the fixes go.

SOURCE CITED	TYPE	SAYS ABOUT YOU	FIX NEEDED

Types: your own site · review or directory site · press or analyst article · competitor page · Wikipedia or Wikidata · forum or community thread · other. “Says about you”: correct, partly right, wrong, stale, or nothing.

4.1 Which wrong or stale statement appears most often, and which source carries it?

Assistants repeat what their sources say. Fix the source and the answer follows; argue with the answer and nothing changes.

Fix at the source

Tick each one when it is done. Start with the sources section 04 named.

ON YOUR OWN SITE

☐ **One plain sentence says what you do, for whom and where.**

The same sentence, or close to it, on the homepage, the about page and your LinkedIn company page. Assistants reconcile what they find; inconsistent descriptions get blurred.

☐ **Current offers and names only.**

Remove or redirect pages for retired products and old names. A stale page that still ranks is a stale answer.

☐ **Prices, or a clear “from” price, stated somewhere crawlable.**

If prices are not published, say so plainly. An absent price invites a guessed one.

☐ **A fair comparison or alternatives page for your top competitor.**

Name where they are the better choice as well as where you are. Assistants are asked to compare you; give them a source that does it honestly.

☐ **An FAQ that answers the decision questions in P09–P12.**

Downsides, fit, what to ask before buying. Answer them in your own words before someone else does.

☐ **Organisation structured data on the homepage.**

Schema.org Organization markup with your legal name, logo, address and sameAs links to your official profiles.

☐ **Your robots.txt and firewall do not block the AI crawlers you want.**

Each provider publishes its crawler names, for example OAI-SearchBot, ClaudeBot and PerplexityBot. Check CDN bot-protection settings as well as robots.txt.

☐ **Optional: an llms.txt file.**

A proposed plain-text map of your key pages for language models. Low cost; whether assistants use it is not yet established, so treat it as a bonus, not a fix.

OFF YOUR SITE

☐ **Official registers and profiles match.**

Companies House, Google Business Profile and LinkedIn: same name, description, address and website.

☐ **Directory and review listings in your category are current.**

Update or claim the listings the answers cited in section 04 first; they are the ones being read.

☐ **Stale press and partner pages are corrected.**

Ask publishers or partners to update old descriptions, retired product names and wrong prices.

☐ **You are in the third-party lists the assistants cite.**

If “best [category]” answers lean on roundups or comparison articles, those are the pages to earn a place in, honestly.

☐ **Wikipedia only if you genuinely meet its notability rules.**

Never write or edit your own article. A correction can be requested on the article's talk page, with sources.

THEN

☐ **Book the re-run for 90 days from today.**

Same prompts, same assistants, same scoring. The change between two dated runs is the only result that means anything.

06 Your scorecard

Transfer your totals here and keep this page with the date on it.

MEASURE	TODAY	IN 90 DAYS	NOTES
Naming rate (of 48)			
Accuracy points (of 96)			
Times a competitor named instead			
Weakest stage			
Wrong statements traced to a source			
Fixes completed (of 14)			

WANT IT MEASURED?

From self-audit to a scored baseline.

The free **AI Visibility Signal** runs a fixed panel of twelve buyer prompts across four AI assistants, scores the answers 0–100, grades them A to E and returns a fix list — in under an hour, no card needed.

thrivefinity.uk/ai-visibility

© ThriveFinity · thrivefinity.uk · Named verifier: Pranav Unni · om@thrivefinity.uk. A self-assessment tool, not a verification. Not investment, legal or financial advice. This worksheet contains no third-party statistics.