FREE SELF-CHECK FOR SMALL BUSINESSES

The 10-Point AI Visibility Check

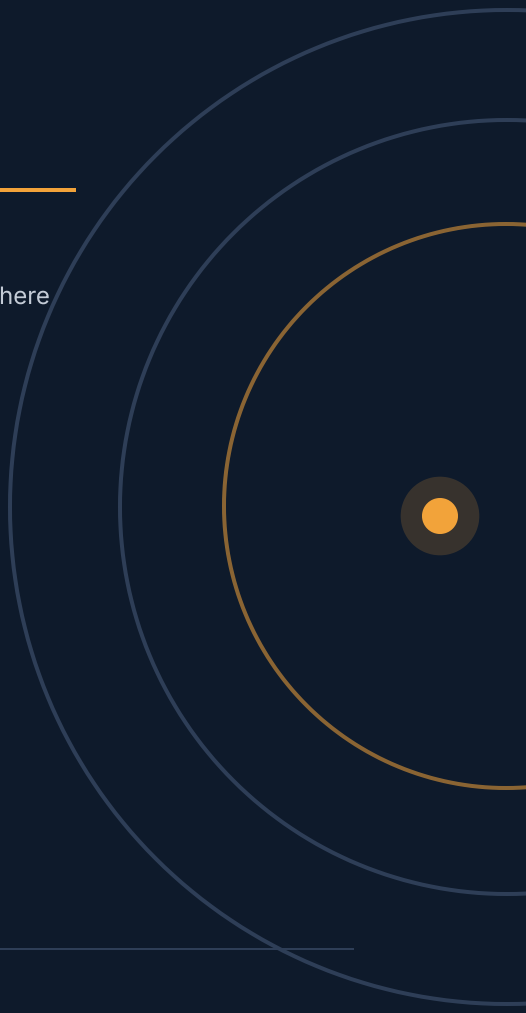
Find out whether Google, ChatGPT and your customers can understand your business, and what to fix if they can't.

No technical skills needed.

10
simple checks

15–20
minutes

1
score that shows where to start



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WHY THIS MATTERS

Your customers now ask AI about you.

Your customers now ask Google and AI tools like ChatGPT about businesses like yours. Those tools answer from what they can find online. If your facts are unclear, missing or inconsistent, they guess. Sometimes they guess wrong.

This check shows you, in about 15 to 20 minutes, whether your business is easy for Google, AI tools and customers to understand. You need no technical skills. You need a phone or computer and your business name.

1

Work in order

Go through the ten checks from top to bottom.

2

Tick each pass

Each tick is one point. Be honest: a half-pass is a fail.

3

Read your score

Count your points and see what they mean at the end.

THE 10 CHECKS

Tick each one your business passes.

01 Ask about your business in three places.

HOW Ask the same question in three places: “What does [your business name] in [your city] do? What are its hours and how do I contact it?” First, search it on Google and look at the regular results. Second, look at the AI-written answer Google sometimes shows above the results. Third, ask ChatGPT.

PASS At least one of the three gives your correct details, and none gives wrong ones. If Google shows no AI answer, skip that one. Wrong hours, an old address, a description of a different business, or no useful answer anywhere is a fail.

02 Your Google Business Profile is complete.

HOW Search your business name on Google. Look at the business profile box on the right or at the top.

PASS Name, phone, hours, category, website link and recent photos are there and correct. So is your address, unless you serve customers at their location and chose to hide it. No profile at all is a fail.

Online only? If you never meet customers in person, Google won't give you a profile. Mark this check N/A and score yourself out of 9.

03 Your business information is consistent.

HOW Compare your business name, address, phone number and hours on your website, your Google profile and your Facebook page, wherever you have them.

PASS The details agree everywhere. Small formatting differences, like "St." and "Street," are fine. An old phone number, a former address or different hours is a fail.

04 Your homepage says what you do at a glance.

HOW Show your homepage to someone who doesn't know your business. Give them a few seconds. Ask what you sell, who it is for and where you are.

PASS They answer all three without scrolling.

05 Each service is clearly described.

HOW Look for a page or section for each thing you sell.

PASS Each service has its own plain description. Prices or starting prices are shown where your business allows it.

06 You answer common questions.

HOW Look for an FAQ page or section on your website.

PASS It answers at least five questions customers really ask you, in plain words.

07 Your homepage looks right in Google.

HOW Search your business name on Google. Read the blue title and the short text under it for your website.

PASS The title names your business and what you do, and the text describes you accurately. “Home,” “Untitled” or text that has nothing to do with your business is a fail. Google sometimes rewrites these, so if the result looks wrong, ask your web developer what your site actually sets.

08 Your website has valid structured data.

Structured data is hidden code that states your business facts in a form search engines read directly.

HOW Paste your website address into the free Schema Markup Validator.

PASS It finds a LocalBusiness or Organization entry with your correct name, address and phone number, and shows no errors. Optional: Google’s Rich Results Test shows whether your data also qualifies for special Google search features. “No items detected” there does not by itself mean your structured data is missing or wrong.

09 Your site works well on a phone.

HOW Open your site on your phone, using mobile data rather than Wi-Fi. For a second opinion, test it with Google’s free PageSpeed Insights.

PASS It loads in a few seconds, the text is easy to read without zooming, and customers can call or message you with one tap.

10 Customers can see proof.

HOW Check your website and, if you have a Google profile, your Google reviews.

PASS Your website shows real photos and real testimonials. If your business has a Google profile, you also have recent Google reviews and you reply to them.

Count your ticks. *Your score:* _____ / 10 or 9

YOUR SCORE

What your score means.

9–10

STRONG · 8–9 OF 9

Google, AI tools and customers can understand your business. Keep your facts current.

6–8

GAPS · 5–7 OF 9

Customers can find you, but some get wrong or incomplete information. Fix the failed checks first.

0–5

AT RISK · 0–4 OF 9

AI tools and customers are likely guessing about your business. Some customers are going elsewhere.

> This is a practical self-assessment, not an official Google or AI visibility ranking. A higher score means you passed more of these checks. Start with any wrong business details, then work through the other gaps. No one can guarantee what Google or AI tools say or recommend. But clear, consistent facts give them the best chance to get it right.

WHERE TO START

Your failed checks show where to start.

Here is what usually fixes each one.

IF YOU FAILED	WHAT USUALLY FIXES IT
1–3 **Wrong or inconsistent facts**	Update your Google profile, Facebook page and website so the details agree.
4 **Unclear homepage**	Rewrite the homepage headline and opening lines.
5 **Vague services**	Write a clear description for each service.
6 **No FAQ**	Collect your customers' real questions and answer them on a page.
7 **Homepage looks wrong in Google**	Set a proper title and description for each page.
8 **No structured data**	Add structured data stating your business facts.
9 **Poor phone experience**	Speed up the site and add tap-to-call and Messenger buttons.
10 **Little proof**	Ask happy customers for Google reviews and add real photos and testimonials.

You can do many of these yourself. If you'd rather have help, that is what I do.

WANT HELP WITH WHAT YOU FOUND?

Book a free 30-minute website review.

I will look at your website with you and tell you plainly what to fix first. The review covers three things:

- **Messaging.** Is it clear what you offer?
- **Usability.** Does your site work well on a phone?
- **Search and AI visibility.** How does your business show up in Google and ChatGPT?

Book your free review

No cost. No obligation.

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YOUR NOTES

What I will fix first