AI PRIORITIZED WITH NICOLE MCCAIN

# The AI Visibility Checklist and Prompt Log

Find out whether ChatGPT, Claude and Perplexity recommend your business, then fix what is holding you back. Fifteen minutes to run the check. A few hours of fixes spread over your week.




## What is inside

1. The 15-minute AI visibility check · 2. Your prompt builder · 3. The prompt log · 4. Pattern finder · 5. The three fixes · 6. Crawler check and 30 day retest plan

Companion to the AI Prioritized episode "How to Get ChatGPT to Recommend Your Business." Systems over sacrifice.

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START HERE

# How AI decides who to recommend

When someone asks an AI assistant who to hire, the assistant does three things. It has to **find** you, **understand** what you do, and **confirm** that you are trustworthy. This checklist follows that same path, so every action below makes one of those three jobs easier.

**1 Find**
Can AI tools reach your website and see your name in places they already read?

**2 Understand**
Is it obvious, in plain text, who you serve and what you do?

**3 Confirm**
Do other sources say the same thing about you that your own site does?

**4 Retest**
Run the same prompts again in a few weeks and compare your log.

**An honest note.** No one can guarantee you a spot in an AI answer, and be wary of anyone who says they can. AI answers change from day to day and from person to person. What you can do is make your business easy to find, easy to understand and easy to verify. That is what this checklist is for.

## The 15-minute AI visibility check

- [ ] **Write 10 buyer-style prompts** (about 5 minutes)
  Use the words your client would use, not your industry's words. Use the prompt builder on the next page.
- [ ] **Run them in ChatGPT, Claude and Perplexity** (about 5 minutes)
  Open a fresh chat for each prompt and turn web search on, so earlier chats do not shape the answer. If a tool has a memory feature that already knows your business, turn it off for this test.
- [ ] **Log what you see** (about 3 minutes)
  Were you named? Who was named instead? Which sources were cited? Was what it said about you accurate? Use the prompt log.
- [ ] **Look for patterns** (about 2 minutes)
  The same competitor, the same source, or the same gap will show up more than once. Use the pattern finder.

**Testing tip.** Test the way a stranger would. Write prompts that do not include your business name, except for the "about you" type. A prompt that already names you only tells you what AI knows, not whether it would recommend you.

STEP 1 · ABOUT 5 MINUTES

# Prompt builder: write your 10 prompts

Write two prompts for each of the five types below, in the words your best client would actually type. Fill in the brackets, then copy the finished prompts into your log.

| | |
|---|---|
| **1. Best-of**<br>Looking for the top options | *Template: "Who are the best [type of provider] for [type of client] in [city or online]?"*<br>*Example: "Who are the best bookkeepers for small creative agencies?"* |
| **2. Problem**<br>Describing the pain | *Template: "I am a [who you serve] and I struggle with [problem]. Who can help me?"*<br>*Example: "I run a small salon and I am losing clients to no-shows. Who can help me?"* |
| **3. Local**<br>Where you are | *Template: "Recommend a [type of provider] near [neighborhood or city] who [specific need]."*<br>*Example: "Recommend a family law attorney near Austin who offers flat-fee consults."* |
| **4. Comparison**<br>Choosing between options | *Template: "What is the difference between [option A] and [option B] for [client type]? Who would you recommend?"*<br>*Example: "Should I hire a freelance designer or an agency for a small brand refresh?"* |
| **5. About you**<br>Checking what AI knows | *Template: "What do you know about [your name or business]? Who is it for and is it reputable?"*<br>*Example: "What do you know about AI Prioritized with Nicole McCain?"* |

**Run each prompt in all three tools:** ChatGPT, Claude and Perplexity. Use a fresh chat each time, with web search turned on. Write the exact wording you used so you can repeat it later.

**Keep the wording identical when you retest.** Changing the prompt changes the answer, and you will not be able to tell whether your fix worked.

STEPS 2 AND 3 · THE PROMPT LOG

# Prompt log: what each AI said

Test date: _____ Business: _____ In the tool columns write **Y** if you were named, **N** if not. Accurate: **Y** yes, **P** partly, **N** no, **X** not named.

| # | Prompt (type and wording) | ChatGPT named? | Claude named? | Perplexity named? | Who was named instead | Sources cited | Accurate? |
|---|---|---|---|---|---|---|---|
| 1 | | | | | | | |
| 2 | | | | | | | |
| 3 | | | | | | | |
| 4 | | | | | | | |
| 5 | | | | | | | |
| 6 | | | | | | | |
| 7 | | | | | | | |
| 8 | | | | | | | |
| 9 | | | | | | | |
| 10 | | | | | | | |

STEP 4 · ABOUT 2 MINUTES

# Pattern finder: what the log is telling you

Look across your 10 rows. You are not looking for a single answer. You are looking for what keeps repeating.

| Question | Your answer |
|---|---|
| In how many of the 30 answers (10 prompts × 3 tools) were you named? | |
| Which prompt type named you most? Which named you least? | |
| Which businesses showed up again and again instead of you? | |
| Which websites or sources were cited most often? | |
| Was anything said about you wrong, out of date or missing? | |
| Did the answers use words you do not use on your own site? | |

## Match your pattern to the right fix

| If you see this | Start with |
|---|---|
| AI describes you vaguely, or gets what you do wrong | **Fix 1.** Make your homepage clear. |
| Different tools give different details about you | **Fix 2.** Make your information match everywhere. |
| You are not named, and competitors keep appearing with the same sources | **Fix 3.** Show up where AI already looks. |
| Your own site is never cited at all | Run the **crawler check** on the last page, then Fix 1. |

**Pick one fix.** Choose the single change most likely to help, do it this week, and leave the rest for later. Small, steady changes are easier to measure than a big overhaul.

My one fix this week: _____

YOUR FIXES FOR THIS WEEK

# Three fixes for this week

FIX 1 · BE CLEAR

## Make your homepage answer your client's questions

- [ ] One clear headline (H1) that says who you help and what you do, in plain words
  Example: "Bookkeeping for small creative agencies," not "Financial clarity, simplified."
- [ ] The first paragraph names your services, your ideal client and where you work, as real text
  Text in images, sliders and videos is easy for AI tools to miss. Put the key facts in written text on the page.
- [ ] A short "who we are for" and "who we are not for" section
- [ ] Your top 5 client questions answered on the page, in a simple FAQ
- [ ] An About page that states your experience, credentials and location plainly

FIX 2 · MATCH EVERYWHERE

## Make your information consistent

- [ ] Use the same business name, description, location and contact details on every profile
  Website, LinkedIn, Google Business Profile, directories, podcast and social bios.
- [ ] Update old bios, old job titles and old service names
  AI can pull from outdated pages, so a stale profile can describe a business that no longer exists.
- [ ] Write one 2 sentence description of what you do, and reuse it everywhere
- [ ] Claim and complete your Google Business Profile, if you serve a local area

FIX 3 · SHOW UP WHERE AI LOOKS

## Be present in the places AI already reads

- [ ] Pick 3 sources your log showed AI citing, and find out how people get included there
  Directories, articles, associations, podcasts, review sites, community lists.
- [ ] Pitch one guest article, podcast or interview that names you and what you do
- [ ] Ask happy clients for honest reviews on the platforms your industry uses
  Real reviews only. Never buy or fake reviews. It can get you removed and it erodes trust.
- [ ] Share your expertise in a community where your clients ask questions

LAST CHECK · THEN RETEST

# Are you blocking AI crawlers?

Some websites accidentally tell AI search tools to stay away. It is a quick check, and it is worth doing before anything else on your site.

- [ ] Open `yourwebsite.com/robots.txt` in your browser
  If you see a page of plain text, that is your robots file. If it does not exist, nothing is being blocked this way.
- [ ] Look for lines that say `Disallow: /` under any of these names
  **OAI-SearchBot** (OpenAI search) · **Claude-SearchBot** (Anthropic search) · **PerplexityBot** (Perplexity) · **Googlebot** (Google, including AI features), or a blanket `User-agent: *` followed by `Disallow: /`
- [ ] If you find a block you did not intend, ask your web person or platform support to remove it
  Many website builders and security plugins add these rules by default. If you are not sure, ask before changing anything.
- [ ] Check that your key pages are not hidden behind a login, a pop-up wall or a "noindex" setting
- [ ] You do not need a special AI file to be included. Clear, helpful, readable text is the foundation.

**Blocking is a choice.** You may have good reasons to limit some AI tools from using your content for training. The point of this check is to make sure the choice is yours, and that you are not accidentally blocking the search tools that could send clients your way.

## Your 30 day retest plan

| When | What to do | Done |
|---|---|---|
| **Today** | Run the 15-minute check and fill in your log. | |
| **This week** | Make your one fix. Do the crawler check. | |
| **Week 3 or 4** | Run the exact same 10 prompts again in a fresh log. Compare the two. | |
| **Then** | Keep what worked. Choose the next fix. Repeat every month or two. | |

**Want help?** Share what showed up (and what did not) inside the AI Prioritized community, or book a 1:1 Deep Dive Business Strategy Assessment to build your AI systems with me.
**AI Incubator:** skool.com/aiincubator · **Podcast and newsletter:** aiprioritized.com