

SCORECARD · RESOURCE LIBRARY

AI Visibility Scorecard

A 10-minute self-audit: five tests you run in ChatGPT and Perplexity to see if AI can find you.

AI VISIBILITY SELF-AUDIT SCORECARD

This scorecard is a 10-minute diagnostic for professional service firms — law, medical, wealth, and luxury real estate — to test whether ChatGPT, Perplexity, and Google AI Overviews actually surface your firm by name when a prospective client asks for a recommendation. Work through each section in order; mark each box honestly. If you fail more than two items in any single section, that section is the one to fix first.

1. ChatGPT Citation Check

- **Run a “best firm in {city}” query for your category** Description: Open ChatGPT logged out, ask “Who are the best {your service category} firms in Coral Gables?” and check whether your firm appears in the response by name.
- **Test a high-intent referral query** Description: Ask “Who is recommended for {your specific service} near {your nearest landmark}?” — high-intent prospects use this phrasing, not generic searches.
- **Probe your firm by name** Description: Ask “Is {Your Firm Name} reliable for {service}?” and read the sentiment, accuracy, and depth of what ChatGPT returns about you.
- **Locate yourself** Description: Ask “What is {Your Firm Name}’s address and contact information?” — if ChatGPT can’t find you, your NAP data is fragmented across the web.
- **Compare against a known competitor** Description: Ask “Compare {Your Firm} vs {Direct Competitor} for {service}.” If ChatGPT can answer about them but not you, the entity gap is structural.

2. Perplexity Citation Check

- **Test a localized recommendation query** Description: Ask Perplexity “Who are the recommended {service} firms near Miracle Mile or Brickell?” — Perplexity cites its sources inline, so you can see whether your domain shows up at all.
- **Check the references list** Description: When Perplexity responds, click through the citation list. Are your service pages, founder bio, or case studies linked? Or only third-party directories?
- **Inspect follow-up suggestions** Description: Perplexity suggests follow-up questions below each answer. Does it suggest asking about your firm specifically, or only competitors?

- **Run a compliance-aware query** Description: For regulated verticals, ask “Which {law / medical / wealth} firms in {city} are compliant with {ABA / HIPAA / FINRA}?” — see whether your firm is positioned as compliant.
- **Probe your founder by name** Description: Ask “Who is {Founder Name} of {Firm}?” — personal entity recognition is a leading indicator of overall firm citation strength.

3. Schema Markup Audit

- **LocalBusiness JSON-LD on home and contact pages** Description: View source on your homepage and contact page. A valid LocalBusiness or ProfessionalService schema block should be present with name, address, phone, geo coordinates, and opening hours.
- **Stable @id across all pages** Description: Every schema block should reference a canonical @id like “https://yourdomain.com/#firm” — this lets AI engines merge all your structured data into one entity record.
- **FAQPage JSON-LD on top-traffic pages** Description: Service and pillar pages should each carry an FAQPage block answering the 4-6 most common client questions in machine-readable form.
- **Article schema on every insights post** Description: Each blog or insight page should carry Article schema with headline, datePublished, author, and publisher — this is how AI engines distinguish editorial from marketing.
- **Validate with schema.org’s official validator** Description: Run every page type through <https://validator.schema.org>. Zero errors. Warnings are acceptable, errors are not.

4. Content Density & Depth

- **Service pillar pages exceed 1,200 words** Description: Each primary service page should carry at least 1,200 words of original, entity-rich body content — thin pages do not get cited.
- **Entity-rich terms appear in every page** Description: Founder name, full firm legal name, street address, ZIP code, neighborhood landmarks, and compliance certifications should appear naturally in body copy, not buried in footers.
- **At least two internal links per page** Description: AI engines build entity maps by following internal links. Orphaned pages are invisible. Service pages should link to insights, insights to services.
- **Vertical-specific compliance disclosures visible** Description: HIPAA notices for medical, ABA/Bar advertising disclaimers for legal, FINRA/SEC for wealth, DBPR for real estate — these signals raise trust in AI rankings.
- **Founder bio with credentials and a portrait photo** Description: A dedicated bio page with full name, credentials, certifications, years in practice, and an indexed headshot dramatically improves person-entity recognition.

5. Intake & Response Speed

- **Missed-call response under 60 seconds** Description: AI search may surface your firm, but if your phone line goes unanswered and your auto-response is slow, the lead is gone. Time the gap on your own number from missed call to first SMS reply.
- **After-hours AI intake handles voice or SMS** Description: A branded AI voice or SMS agent should answer, qualify, and route inquiries 24/7. International prospects do not wait until your morning.
- **Gated lead magnets capture early-funnel interest** Description: At least one downloadable diagnostic (like this scorecard) lives behind a form so high-intent visitors who aren't ready to call still enter your CRM.
- **GHL or CRM webhooks verified and operational** Description: Run a test submission on each lead form quarterly. A silently broken webhook is a months-long leak nobody notices until renewals dip.
- **Bilingual coverage where the market requires it** Description: In Miami-Dade, Coral Gables, and Brickell, a Spanish-speaking AI intake agent doubles the addressable luxury market. Verify your agent handles both languages with equal fluency.

From the founder.

A note on what to do with what you just read.

You don't need to act on every idea in this book. You need to act on *one*. The owners who win with AI are not the ones who study the longest. They're the ones who pick the smallest possible automation, ship it, and let the next move reveal itself.

If, while reading, a specific area in your business kept coming back to mind — that's your starting point. Don't override that signal with a more theoretically correct one.

WHEN THE SCORECARD SAYS YOU'RE INVISIBLE

Scoring low is the easy part; closing the gap is the work.

The five tests tell you where you stand today. Closing the gap — entity clarity, schema, FAQ structure, citations — is the GEO work we run for clients. Start with the \$14.97 GEO Audit for a scored, personalized read.

— *Brandon Aday, Aday Interactive, Inc.*