

The AI Visibility Checklist

20 signals that determine whether ChatGPT, Claude, Perplexity, and Gemini cite your brand — or skip it.

A. Entity & trust signals

- Organization schema markup (JSON-LD) with name, logo, and **sameAs** links to your verified social/profiles.
- Consistent brand name and description across your site, LinkedIn, Crunchbase, and review sites.
- A dedicated "About" page stating what you do, who you serve, and since when.
- Listed in at least one recognized industry directory or comparison site (G2, Capterra, etc.).
- A verified Google Search Console property and Google Business Profile.

B. Author & content credibility (E-E-A-T)

- Every article has a named author with a real bio, not "The Team."
- Author bios link to a real LinkedIn (or equivalent) profile.
- Person schema markup present on author bio pages.
- Content is dated, and updated whenever the facts change.
- Sources are linked for any claim, statistic, or comparison.

C. Answer-ready content structure

- Each key page opens with a direct 2–3 sentence answer to its core question, before any pitch.
- FAQ sections use FAQPage schema markup.
- Headings are phrased as real questions buyers ask ("What is...", "How do I...").
- Comparison / alternative pages exist for your top 3–5 competitors.
- Long or technical pages include a short bulleted summary near the top.

D. Authority & citation signals

- Backlinks from at least 3 recognized publications or industry blogs.
- Unlinked brand mentions exist across forums and review sites (Reddit, G2, Capterra).

- Case studies use real, named clients with verifiable, sourced numbers.
- A press, "as seen in," or media-mentions presence.
- A Wikipedia or Wikidata entry, if your brand is eligible.

E. Technical foundations

- Fast mobile page load (sub-2.5s LCP) on your key pages.
- Clean, crawlable HTML — no content hidden behind JS-only rendering.
- robots.txt deliberately allows AI crawlers (GPTBot, ClaudeBot, PerplexityBot) unless you intend to block them.
- An up-to-date XML sitemap, submitted to Search Console.
- HTTPS everywhere, with no mixed-content warnings.

GoBlinkly can do this for you

Working through all 20 boxes by hand is a quarter of real work: schema, authorship fixes, page rewrites, and authority building. GoBlinkly does it for you, end to end, and tracks the exact moment AI engines start citing you — backed by a 90-Day Promise. Book a call at goblinkly.com to see where you stand today.