

Which AI answers name you, *and who do they name instead?*

A free two-page checklist. Page 1 diagnoses in about 30 minutes; page 2 sets the fix order. Run the same buyer questions in ChatGPT, Perplexity and Google AI Overviews on the same day.

P1 Diagnose

- ☐ List 5 buyer questions your ICP actually asks (not internal jargon).
- ☐ Run each question in ChatGPT, Perplexity and Google AI Overviews.
- ☐ Record for each: who is named, who is linked, and your status: Named / Absent / Substituted (see legend).
- ☐ Date every run (YYYY-MM-DD). Undated checks don't count.
- ☐ Save the prompt text and screenshots (engine, date, query).
- ☐ Note which competitors appear most often across the 5 questions.
- ☐ Mark any answer that invents features you don't ship.

LEGEND · MARK EACH ANSWER

● NAMED

The engine names or links the brand in its answer.

○ ABSENT

The brand is missing from an answer where a buyer would expect it.

● SUBSTITUTED

A competitor or a third-party source fills the space instead.

RULE

No charts without sources. If you can't point to a URL and access date, you don't have a finding. CiteMap briefs cite every claim the same way.

P2 Fix order

Do these before a homepage rewrite “for AI”

- 01 One-sentence entity: category + buyer + outcome, without a jargon pile.
- 02 Claim inventory: top 10 claims, each with a public URL that supports it (or mark UNSOURCED).
- 03 Competitor set: 3 real rivals with the same ICP. Drop vanity logos.
- 04 Quotable pages: can a model quote a clean paragraph without a gated PDF?
- 05 Close UNSOURCED claims first, or stop making them in sales copy.
- 06 Re-run the same 5 questions after fixes and compare like for like (same engines, new date).
- 07 Only then expand content volume. Citation clarity beats more pages.

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