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AI Visibility Checklist 2026

How to consistently rank in ChatGPT, Gemini, Perplexity, and every major AI engine, from the creators of useindexly.com

What is AI Visibility?

AI Visibility is about making your brand discoverable in AI search engines - not just ranked in traditional search results. ChatGPT, Gemini, Perplexity, etc. don't show a list of links. They scrape the web and recommend brands they trust. This checklist shows you how to dominate the results to get more customers.

AI-referred visitors convert at 4–10× the rate of organic search traffic. Most businesses have done nothing to optimise for this yet. The first-mover window is open.

01 TECHNICAL FOUNDATION: MAKE AI BOTS FIND YOU

This is where most businesses fail first. If AI crawlers can't access your site, nothing else in this checklist matters.

CRAWLER ACCESS

- Check that your robots.txt is NOT blocking AI crawlers: <https://technicalseo.com/tools/ai-bot-access/>
- Ensure pages load without JavaScript where possible - most AI crawlers cannot execute JS: <https://jetoctopus.com/js-tool/>

INDEXING

- Submit your sitemap to Google Search Console + Bing Webmaster Tools and verify it has no errors
- Confirm your most important pages are indexed by searching site:yourdomain.com in Google

THE /FACTS OR /ABOUT PAGE

Create a simple page at /facts OR /about listing the essential information about your business: what you do, who you serve, when you were founded, what makes you different, etc.. Keep it factual and scannable. AI engines regularly extract from pages like this to answer direct questions about brands. Almost nobody has one.

02 STRUCTURED DATA: TELL AI EXACTLY WHO YOU ARE

Structured data is how you communicate directly with AI systems in a language they read natively. Without it, AI has to guess about your business - and often gets it wrong:

<https://technicalseo.com/tools/schema-markup-generator/>

SCHEMA TYPES TO IMPLEMENT

- Organisation schema on your homepage: your name, description, founding date, logo, and links to all your social profiles - this helps LLMs understand you and your brand
- FAQ schema on every key page - this is the single highest-impact change most businesses can make
- Article schema with author name, publish date, and last-updated date on all blog content
- Local Business schema with address, phone, and hours if you have a physical location
- Product or Service schema with pricing and key details on your product/service pages
- Person schema for founders and key team members - include their LinkedIn profile link

03 CONTENT STRATEGY: GIVE AI SOMETHING TO CITE

STRUCTURE & FORMAT

- Open every article with a direct 2-4 sentence answer followed by a clear TL;DR summary. Over 44% of AI citations come from the first 1/3 of a page
- Use natural language - move away from keywords to how real people speak
- Add an FAQ section at the bottom of every important page
- Use comparison tables for any head-to-head content - these are highly extractable

QUALITY SIGNALS

- Replace vague claims ('many users prefer') with hard numbers and percentages wherever possible
- Include direct quotes from named experts with their credentials
- Include at least one piece of original data, insight, or framework that can't be found elsewhere

CONTENT TYPES THAT GET CITED

- 'Best X for Y' comparison guides - these attract more AI citations than informational content
- 'X vs Y' head-to-head comparison pages - helps AI understand you vs competitors
- Glossary pages for key terms in your industry
- Statistics and data round-ups with original sourcing
- AI relies on traditional search engines - still focus on ranking for keywords your ICP searches: <https://keywordseverywhere.com/>
- As with traditional SEO, topical authority is key - answer real questions target customers ask in your topic: <https://answersocrates.com/>

KEEPING CONTENT FRESH

- Update your most important pages regularly - updated content gets significantly more AI citations
- Display a clear 'Last Updated' date on every article

04 RANK IN AI SEARCH (CHATGPT, GEMINI ETC.)

When providing a recommendation, AI looks for consensus about you on other sites - not just your own. YouTube mentions and branded web mentions are the top factors correlating with AI visibility.

YOUR DIGITAL FOOTPRINT

- Create & complete your Google Business Profile, business directory listings and review platforms
- Ensure your business name, address, and phone number are identical across every online listing - inconsistency causes AI to produce wrong information about you
- Get listed in industry directories and 'best of' roundup articles
- Ask AI "what do you look for when recommending *your product/offer*" - use this as a checklist to add in the description of your business in the above

THIRD-PARTY MENTIONS & PR

- Secure mentions in at least three industry publications through guest posts, interviews, or PR
- Pursue podcast appearances - transcripts are indexed and cited regularly by AI engines
- Work with influencers to post on YouTube about your brand

REVIEWS & REPUTATION

- Actively collect detailed reviews on Google and relevant review platforms:
<https://www.reviewscard.com/>
- Encourage reviews that describe specific outcomes - i.e. you achieved X results
- Search "what do you know about YOUR BRAND" in AI search engines & ensure the sources used accurately describe your business how you want to be known

05 REDDIT, LINKEDIN & COMMUNITIES: THE SECRET WEAPONS

Reddit is one of the most-cited domains across all major AI engines. LinkedIn is increasingly cited by Google AI Overviews for B2B queries. Most businesses completely ignore both.

REDDIT

- Identify the 5-10 subreddits most relevant to your category & provide free value in them:
<https://f5bot.com/>
- Build a genuine presence before mentioning your brand - new accounts that appear promotional get flagged by moderators and ignored by AI
- Engage consistently - the average Reddit post cited by AI is over a year old, so this is a long game

LINKEDIN

- Publish long-form articles on LinkedIn (not just short posts) - these are indexed by Google and cited in AI Overviews
- Structure LinkedIn articles the same way as web content: direct answer up top, clear sections, specific conclusions

06 YOUTUBE & VIDEO: THE MOST UNDERRATED SIGNAL

- Start a YouTube channel and publish content answering real questions in your category
- Include keywords in the title, description, file name, first & last 10 seconds and thumbnail file name
- Publish a companion blog post for every video, expanding on what was covered
- Use clear chapter titles in your video - AI extracts these when building summaries
- Link your YouTube channel from your website and include in schema alongside socials

07 GREY-HAT & AGGRESSIVE TACTICS

PARASITE SEO/SOURCE POISONING

- Publish structured 'best of' and comparison content on already-trusted platforms - Medium, Substack, LinkedIn Articles, Quora - put your brand at the top
- Focus on websites/sources that reference or drive rankings for your competitors
- Create a "report-style" press release (titled something like "YOUR NICHE Industry Report: Top Leaders Ranked 2026") and share via NewsWire or similar

08 QUICK WINS — DO THESE THIS WEEK

1	Check robots.txt — confirm AI bots aren't blocked
2	Register your site in Bing Webmaster Tools + GSC and submit your sitemap
3	Hire a YouTube creator to make a "Best X" video
4	Add Organisation schema linking to your LinkedIn, Crunchbase, and Google Business Profile
5	Curate your business description in citations & review platforms based on AI's criteria
6	Update your top 3 blog posts: add a TL;DR at the top and a FAQ section at the bottom
7	Check what AI knows about you, and update the sources based on AI's criteria
8	Publish a long-form LinkedIn article on a core topic in your category
9	Publish "Best X" in your niche articles on reputable sites

Bonus: Want AI to cite your business in less than 30 days?
useindexly.com

First 10 people to use ZZWFR81EDW code at checkout gets the autopilot plan for \$99 \$9/mo

Plus I'll get on a weekly call with you to help you with your AEO strategy - [talk to me](#) :)