

AI Answer Visibility Checklist

CiteMap · 2 pages · Diagnose in ~30 minutes

Page 1 — Diagnose

Run the same buyer questions in ChatGPT, Perplexity, and Google AI Overviews on the same day.

- ☐ List 5 buyer questions your ICP actually asks (not internal jargon).
- ☐ Run each question in ChatGPT + Perplexity + Google AI Overviews.
- ☐ Record for each: who is named, who is linked, your place (1st / mentioned / absent).
- ☐ Date every run (YYYY-MM-DD). Vibe checks don't count.
- ☐ Save prompt text + screenshots (engine, date, query).
- ☐ Note which competitors appear most often across the 5 questions.
- ☐ Mark any answer that invents features you don't ship (hallucination risk).

Rule

No charts without sources. If you can't point to URL + access date, you don't have a finding.

This checklist is free. CiteMap briefs cite every claim the same way.

Page 2 — Fix order

Do these before a homepage rewrite “for AI.”

- ☐ One-sentence entity: category + buyer + outcome (no jargon pile).
- ☐ Claim inventory: top 10 claims → public URL that supports each (or mark UNSOURCED).
- ☐ Competitor set: 3 real rivals, same ICP (drop vanity logos).
- ☐ Quotable pages: can a model quote a clean paragraph without a gated PDF?
- ☐ Close UNSOURCED claims first — or stop making them in sales copy.
- ☐ Re-run the same 5 questions after fixes; compare like-for-like (same engines, new date).
- ☐ Only then expand content volume. Citation clarity beats more pages.

Want CiteMap to do it — cited?

Messaging Snapshot — \$149 · you + 3 competitors · async PDF · 5–7 business days
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