

ChatGPT Visibility Checklist

A practical checklist to help your website and business become easier to discover, understand and cite across AI-powered search.

TECHNICAL

- OAI-SearchBot can access the website
- Important pages are publicly accessible
- Pages are not accidentally blocked by robots.txt or security tools
- The website is technically sound and mobile friendly

CONTENT

- Your services or products are clearly explained
- Your locations and target market are clear
- Important customer questions are answered
- Content contains genuine expertise and first-hand experience
- Key information is accurate and current

AUTHORITY

- Your brand has a credible presence beyond its own website
- Business information is consistent across the web
- You have genuine customer reviews
- You earn relevant brand mentions and backlinks
- Expert authorship and credentials are clear

MEASUREMENT

- ChatGPT referral traffic is tracked in analytics
- Important AI-search prompts are monitored
- Brand mentions and citations are reviewed
- AI visibility is connected back to enquiries and sales where possible

Want to improve your visibility in ChatGPT and AI search?

New Era Digital combines traditional SEO with AI SEO & GEO to build visibility across Google, ChatGPT, Google AI Overviews, Gemini and Perplexity.