EPISODE 9 WORKSHEET

AI Visibility Baseline Worksheet

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Be part of the answer.

A documented starting point for one important service: twenty customer questions, tested across a few AI search experiences, with each result recorded the same way. **One answer is an observation; a baseline is a measurement process.**

1 · Scope (fill in before testing)

Business _____ Priority service _____

Test date(s) _____ Location / geographic setting _____

Platform 1 (e.g. ChatGPT Search) _____ Platform 2 (e.g. Google AI Mode) _____

Platform 3 (e.g. Perplexity) _____ Platform 4 (e.g. Gemini) _____

Personalization / signed-in status _____ Tester _____

> Write and freeze all twenty questions **before** you see any results. Start with the customer, not your company name: showing up when someone searches your name is different from being discovered by someone who doesn't know you exist.

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Question Set

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2 · Question set (20 unbranded customer questions)

#	Question (exact wording, used unchanged on every platform)
General service discovery · Unbranded searches for the service (e.g. “Who handles residential roof replacement in Boise?”)	
Q1	
Q2	
Q3	
Q4	
Q5	
Specialized needs · Specific capabilities (e.g. “Which roofers document experience with metal roofs?”)	
Q6	
Q7	
Q8	
Q9	
Q10	
Provider selection and comparison · Questions that ask for options or comparisons	
Q11	
Q12	
Q13	
Q14	
Q15	
Expertise and trust · Qualifications, credentials and evidence	
Q16	
Q17	
Q18	
Q19	
Q20	

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Observation Log

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Platform _____ Date · run # _____

Print one log per platform (and per repeat run). Record what actually appeared; open the cited sources before marking anything accurate.

Q	Mentioned?	Own site cited?	Suggested as an option?	Facts accurate?	Competitors named	Sources cited · notes
Q1	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q2	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q3	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q4	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q5	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q6	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q7	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q8	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q9	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q10	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q11	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q12	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q13	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q14	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q15	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q16	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q17	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q18	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q19	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		
Q20	☐ Y ☐ N	☐ Y ☐ N	☐ Y ☐ N ☐ n/a	☐ Y ☐ N ☐ ?		

Discovery = named, or your site cited. **Representation** = what's said about you is accurate. **Consideration** = suggested as an option for the need. Record each separately; they aren't interchangeable.

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Summary & Interpretation

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3 · Metrics for this test set

Measurement	How to calculate	Result	What it means
Mention rate	Responses naming the business ÷ eligible tested responses		Observed inclusion in this test set
Own-domain citation rate	Responses linking to your domain ÷ eligible tested responses		Source visibility, not a recommendation
Recommendation rate	Selection-question responses suggesting you ÷ eligible selection responses		Observed consideration in this test set
Factual accuracy	Verified statements ÷ checkable statements reviewed		Accuracy of sampled statements
Competitor frequency	Responses naming each competitor		Competitive context, not market share
Google AI impressions	Search Console generative-AI performance report (if available)		Google-only exposure

Don't silently drop unfavorable answers from a denominator. Record non-responses, search failures, irrelevant outputs and unverified claims explicitly. A missing Search Console AI report can mean there isn't enough data yet. It doesn't mean zero visibility.

4 · Repeat log (responses vary)

Run	Date	Platform	Same wording?	Notable changes
1			☐ Y ☐ N	
2			☐ Y ☐ N	
3			☐ Y ☐ N	

5 · What to investigate next

Finding	Evidence (question · platform · source)	Question worth investigating

This 20-question format is a practical starting point, not a statistically representative sample. Rates describe your test set, not the whole AI-search market. Fixing an issue doesn't guarantee AI recommendations.