EPISODE 10 WORKSHEET

Seven-Point Diagnostic Checklist

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Be part of the answer.

Seven places to investigate when your business isn't appearing consistently, or is described inaccurately, in AI-assisted research. **These are not seven ranking factors.** Diagnose first, improve what the evidence supports, then measure again.

Business · priority service _____ Reviewed by · date _____

#	Area · question	How to check	Status	Evidence · notes
01	**Accessibility** Can relevant search systems reach and index our priority pages?	Check indexing and snippet eligibility (Google URL Inspection); confirm OAI-SearchBot isn't blocked if ChatGPT Search matters; look for noindex tags, robots blocks and content locked in complex elements.	☐ Healthy ☐ Investigate ☐ Not checked	
02	**Clarity** Do our pages state the exact services, customer types and locations served?	Read the priority service page as a new customer: what you do, who you serve, where, and why it's relevant.	☐ Healthy ☐ Investigate ☐ Not checked	
03	**Differentiation** Do we publish useful firsthand insight beyond generic claims?	Compare your service copy with two competitors'. Look for specialties, process detail and tradeoffs only you could write.	☐ Healthy ☐ Investigate ☐ Not checked	
04	**Verifiability** Can visitors substantiate our experience and qualifications?	Check that people are identified, experience and credentials are documented, and claims point to appropriate sources (without exposing confidential work).	☐ Healthy ☐ Investigate ☐ Not checked	
05	**Consistency** Are important company facts current across major public profiles?	Compare address, services, staff and hours across your website, Business Profile, directories and professional profiles.	☐ Healthy ☐ Investigate ☐ Not checked	
06	**Public evidence** Do credible outside sources document relevant facts?	Inventory genuine reviews, relevant profiles, publications and credentials. Never manufacture reviews or mentions.	☐ Healthy ☐ Investigate ☐ Not checked	
07	**Question coverage** Can buyers find substantial answers to their key pre-purchase questions?	List the questions buyers ask (what to look for, cost, risks, comparisons, qualifications) and mark which your site answers well.	☐ Healthy ☐ Investigate ☐ Not checked	

Not appearing in one AI answer doesn't prove your website has a problem. Responses vary. Compare your findings with your Episode 9 baseline before concluding anything.

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Prioritize & Retest

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Decision rule

1. Fix verifiable **access problems** and **factual errors** first.
2. Then close high-value **customer-information gaps**.
3. Then add **evidence** where there's a clear business reason.

Improvement plan

Area	Verified issue	Evidence	Fix	Owner	Retest date

After the retest

What changed in the observations?	Confirmed correction or improvement	Still uncertain

A change after an improvement doesn't by itself prove the improvement caused it. Record what you changed and when, and keep repeating the same test set.