

50 Prompts to Test Your AI Visibility

Find out whether ChatGPT, Perplexity, Gemini and Google AI Mode recommend your business, what they say about you, and which sources they trust.

Discovery

10 prompts · Are you on the shortlist at all?

Problem-led

8 prompts · Do you show up when the need is urgent or specific?

Comparison & alternatives

8 prompts · How does AI position you against competitors?

Fact-check

8 prompts · Are your basic facts correct?

Reputation & trust

8 prompts · What does AI repeat from your reviews?

Price & value

8 prompts · Does AI describe your pricing fairly?

Run a clean test in 30 minutes

1. **Fill in the brackets** with your real service, city, neighborhood, business name and your top competitor.
2. **Use a clean session:** a Temporary Chat or logged-out session in ChatGPT, and a private browser window for Perplexity, Gemini and Google AI Mode, so your history doesn't steer the answers.
3. **Always name the location** in the prompt. AI tools may not know where you are.
4. **Run each prompt three times.** Answers vary between runs, so count how often you appear.
5. **Tick three boxes per prompt:** N = you were named, L = your site was linked, A = the description was accurate.
6. **Write down every source the AI cites.** Those sites are your to-do list: pages to fix, listings to correct and sites to get mentioned on.
7. **Repeat monthly** with the same prompts and compare. The trend matters more than any single answer.

Tip: start with the Discovery and Fact-check groups. If AI gets your basic facts wrong, fix your website and listings before anything else.

Sources the AI cited (write them here)

Discovery Are you on the shortlist at all?

- | | | |
|----|--|--|
| 1 | Best [service] in [city] | ☐ ☐ ☐ |
| 2 | Top-rated [service] near [neighborhood] | ☐ ☐ ☐ |
| 3 | Who's the most trusted [service] in [city]? | ☐ ☐ ☐ |
| 4 | Recommend a [service] in [city] | ☐ ☐ ☐ |
| 5 | Which [service] companies in [city] have the best reviews? | ☐ ☐ ☐ |
| 6 | Good [service] near me that's open on weekends | ☐ ☐ ☐ |
| 7 | Best [service] in [city] for [specific type of customer] | ☐ ☐ ☐ |
| 8 | Who do locals use for [service] in [city]? | ☐ ☐ ☐ |
| 9 | Best small [service] business in [city] | ☐ ☐ ☐ |
| 10 | Affordable but reliable [service] in [city] | ☐ ☐ ☐ |

Problem-led Do you show up when the need is urgent or specific?

- | | | |
|----|---|--|
| 11 | My [problem]. Who can fix it in [city] today? | ☐ ☐ ☐ |
| 12 | Who can I call for [emergency] in [city] right now? | ☐ ☐ ☐ |
| 13 | I need [specific job]. Who does that well in [city]? | ☐ ☐ ☐ |
| 14 | Who in [city] specializes in [niche service]? | ☐ ☐ ☐ |
| 15 | What should I do about [problem], and who can help in [city]? | ☐ ☐ ☐ |
| 16 | [Problem] after [event]. Who should I contact in [city]? | ☐ ☐ ☐ |
| 17 | Who handles [complex job] for [type of property or customer] in [city]? | ☐ ☐ ☐ |
| 18 | Who can do [service] on short notice in [city]? | ☐ ☐ ☐ |

Comparison & alternatives How does AI position you against competitors?

- | | | |
|----|---|--|
| 19 | [Your business] vs [competitor]: which is better for [need]? | ☐ ☐ ☐ |
| 20 | Alternatives to [competitor] in [city] | ☐ ☐ ☐ |
| 21 | Is [your business] or [competitor] cheaper for [service]? | ☐ ☐ ☐ |
| 22 | Compare the top 3 [service] companies in [city] | ☐ ☐ ☐ |
| 23 | Which is better for [need]: [your business] or [competitor]? | ☐ ☐ ☐ |
| 24 | Should I choose a big chain or a local [service] in [city]? | ☐ ☐ ☐ |
| 25 | What's the difference between [your business] and [competitor]? | ☐ ☐ ☐ |
| 26 | Who's the best [competitor] alternative for [type of customer]? | ☐ ☐ ☐ |

Fact-check Are your basic facts correct?

- | | | |
|----|---|--|
| 27 | What are [your business]'s hours? | ☐ ☐ ☐ |
| 28 | Where is [your business] located and which areas do they serve? | ☐ ☐ ☐ |
| 29 | What services does [your business] offer? | ☐ ☐ ☐ |
| 30 | What's [your business]'s phone number and website? | ☐ ☐ ☐ |
| 31 | Does [your business] offer [specific service]? | ☐ ☐ ☐ |
| 32 | Does [your business] accept [insurance, payment type or financing]? | ☐ ☐ ☐ |
| 33 | How long has [your business] been in business? | ☐ ☐ ☐ |
| 34 | Who owns or runs [your business]? | ☐ ☐ ☐ |

Reputation & trust What does AI repeat from your reviews?

- | | | |
|----|--|--|
| 35 | Is [your business] any good? | ☐ ☐ ☐ |
| 36 | What do reviews say about [your business]? | ☐ ☐ ☐ |
| 37 | Is [your business] trustworthy? | ☐ ☐ ☐ |
| 38 | What are the most common complaints about [your business]? | ☐ ☐ ☐ |
| 39 | What is [your business] known for? | ☐ ☐ ☐ |
| 40 | Would you recommend [your business] for [need]? | ☐ ☐ ☐ |
| 41 | Is [your business] licensed and insured? | ☐ ☐ ☐ |
| 42 | How does [your business] handle problems or complaints? | ☐ ☐ ☐ |

Price & value Does AI describe your pricing fairly?

- | | | |
|----|---|--|
| 43 | How much does [service] cost in [city]? | ☐ ☐ ☐ |
| 44 | What does [your business] charge for [service]? | ☐ ☐ ☐ |
| 45 | Is [your business] expensive? | ☐ ☐ ☐ |
| 46 | What's a fair price for [job] in [city]? | ☐ ☐ ☐ |
| 47 | Who offers the best value for [service] in [city]? | ☐ ☐ ☐ |
| 48 | Does [your business] offer free estimates or consultations? | ☐ ☐ ☐ |
| 49 | What affects the price of [service] in [city]? | ☐ ☐ ☐ |
| 50 | Is [service] from [your business] worth the money? | ☐ ☐ ☐ |

Turn your results into fixes

Named rarely or not at all?

Check that AI search crawlers (such as OAI-SearchBot and PerplexityBot) aren't blocked, verify your site in Google Search Console and Bing Webmaster Tools, and make sure your key service pages rank.

Facts wrong?

Make your name, address, phone, hours and services identical on your website, Google Business Profile, Bing Places, Apple Business Connect, Yelp and your industry's directories. Remove duplicate and outdated listings.

Named, but described weakly?

Open each key page with a plain 40–60 word answer: what you do, for whom, where, and roughly what it costs. Add an FAQ built from real customer questions.

Competitors named instead?

Compare their reviews, listings and mentions with yours on the sources the AI cited. Earn genuine reviews that mention specific services, and get listed or mentioned on those sites.

Want us to run this for you?

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