

# AI Visibility

## Quick checklist by chatbeat

A practical guide for turning “why don’t we show up in ChatGPT?” into a clear, actionable visibility strategy. This checklist is designed for teams who know that AI-driven search and discovery matter, but aren’t sure why their content or brand isn’t visible in tools like ChatGPT - or what to do about it.

Instead of treating AI visibility as a black box or chasing one-off tactics, this framework helps you:

- ensure AI systems can access and crawl your content
- make your content easy for LLMs to understand and reuse
- strengthen brand authority signals AI models rely on
- expand visibility beyond your own website
- monitor what works and learn from competitors in AI answers

Use it as a starting point, a diagnostic tool, or a repeatable checklist for improving your brand’s presence in AI-generated results.

### Access & Discoverability

(Can AI systems actually access your content?)

- Open your content to OpenAI and other LLM crawlers  
(update your robots.txt file to explicitly permit OpenAI’s bots to crawl your site.)
- Key content is easy to crawl  
(HTML-based, not hidden behind JS, canvas, or heavy rendering)
- Enable AI training on YouTube transcripts  
(public transcripts, no restrictions)
- Intentionally trigger LLM crawling  
(use ChatGPT Deep Research or Agent Mode to explore your site)

## Content Built for AI Understanding

(Does AI clearly understand what your content says?)

- Content has a clear structure  
(logical sections, H1-H3 headings)
- Content directly answers real user questions  
(Add short, clear answers to real customer questions)
- Content is easy for models to interpret  
(clear definitions, strong context, no vague references)
- Content is structured for AI comprehension  
(lists, tables, FAQs, comparisons)
- You publish high-quality, informative content  
(depth and originality over volume)
- Key content is fresh and up to date  
(no outdated data, offers, or claims)

## Brand Signals & Authority

(Does AI treat your brand as a trusted source?)

- Brand information is consistent everywhere  
(same description, naming, and positioning)
- Your brand is mentioned outside your own website  
(media, articles, rankings, communities)
- Brand mentions are contextual and high-quality  
(not random links or low-value directories)
- Your brand appears in LLM-referenced sources  
(articles, rankings, forums, Reddit)
- Profiles on high-trust domains are up to date  
(review sites, marketplaces, knowledge bases)
- Positive reviews are actively maintained  
(collect, respond, improve)

## Distribution & Community

- Your brand exists in more than one content format  
(articles, guides, FAQs, videos)
- Content distribution is diversified  
(not limited to your own website)
- You engage in relevant Reddit communities  
(answering questions, sharing expertise – not ads)
- You participate in expert discussions  
(thought leadership, commentary, partnerships)

## Monitoring & Competitive Learning

(Do you know what works – and why?)

- You continuously monitor AI visibility  
(not a one-time check)
- You track brand mentions over time  
(to learn what works for competitors)
- You analyze sources cited by AI  
(to understand why others are referenced)
- You optimize for behavioral signals  
(clarity, usefulness, engagement)