

7-STEP AI FINDABILITY CHECKLIST

Can AI find, understand, and recommend your brand?

If AI can't access, crawl, index, understand, and retrieve your content, the answer is no.

Use this 7-step checklist to uncover what's keeping your brand out of AI-generated answers.

53%

of brands remain invisible to ChatGPT, Perplexity, Claude, and Gemini, according to the 2026 State of AI Visibility research.



7 technical signals that control AI visibility

CRAWLER ACCESS

Can AI crawlers and search engine bots reach the pages that matter?

MACHINE-READABLE RENDERING

Can machines read your core content without relying on complex client-side JavaScript rendering?

INDEXABILITY

Are important pages allowed to be indexed, surfaced, and reused in AI search results?

CANONICAL SIGNALS

Can AI identify the authoritative source instead of choosing between duplicate or conflicting URLs?

INTERNAL LINKING

Can AI follow the connections between products, guides, FAQs, and support content?

STRUCTURED DATA

Can AI understand your products, attributes, availability, entities, and relationships?

RETRIEVAL RELIABILITY

Can AI systems retrieve complete, current information without errors, timeouts, or unstable page structures?

How visible is your brand to AI, really?

See where your technical signals break down, how often your brand and products surface, and how you compare to competitors in AI answers.

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