

# AI Visibility 360 Workbook

## Be Found by People, Platforms and AI Tools

Use: Handout or download for webinar attendees. Format: 2 pages / fillable PDF or printable checklist.



# Visibility Audit

Complete this comprehensive audit to assess your current visibility across search engines, platforms, and AI tools. Check each area systematically to identify gaps and opportunities.



# Step 1 – Check Your Foundations

Your foundational visibility elements are the building blocks that help people and platforms find you. Review each area carefully and check off what's complete.

## Google Business Profile

Every field filled (hours, services, attributes)?  
One new photo this week?

## Name – Address – Phone

Exact match across website + top directories

## Website Structure

Each page has clear H1 + H2s + meta description

## Schema in Place

LocalBusiness + FAQ markup on key pages

## Reviews + Proof

At least 1 recent review and testimonial on site

# Step 2 – Check Your Authority

Authority signals demonstrate your credibility and expertise to both human visitors and search algorithms. These elements build trust and improve your rankings.

## Content Cadence

One post or video in the last 30 days

## Author Byline + Bio

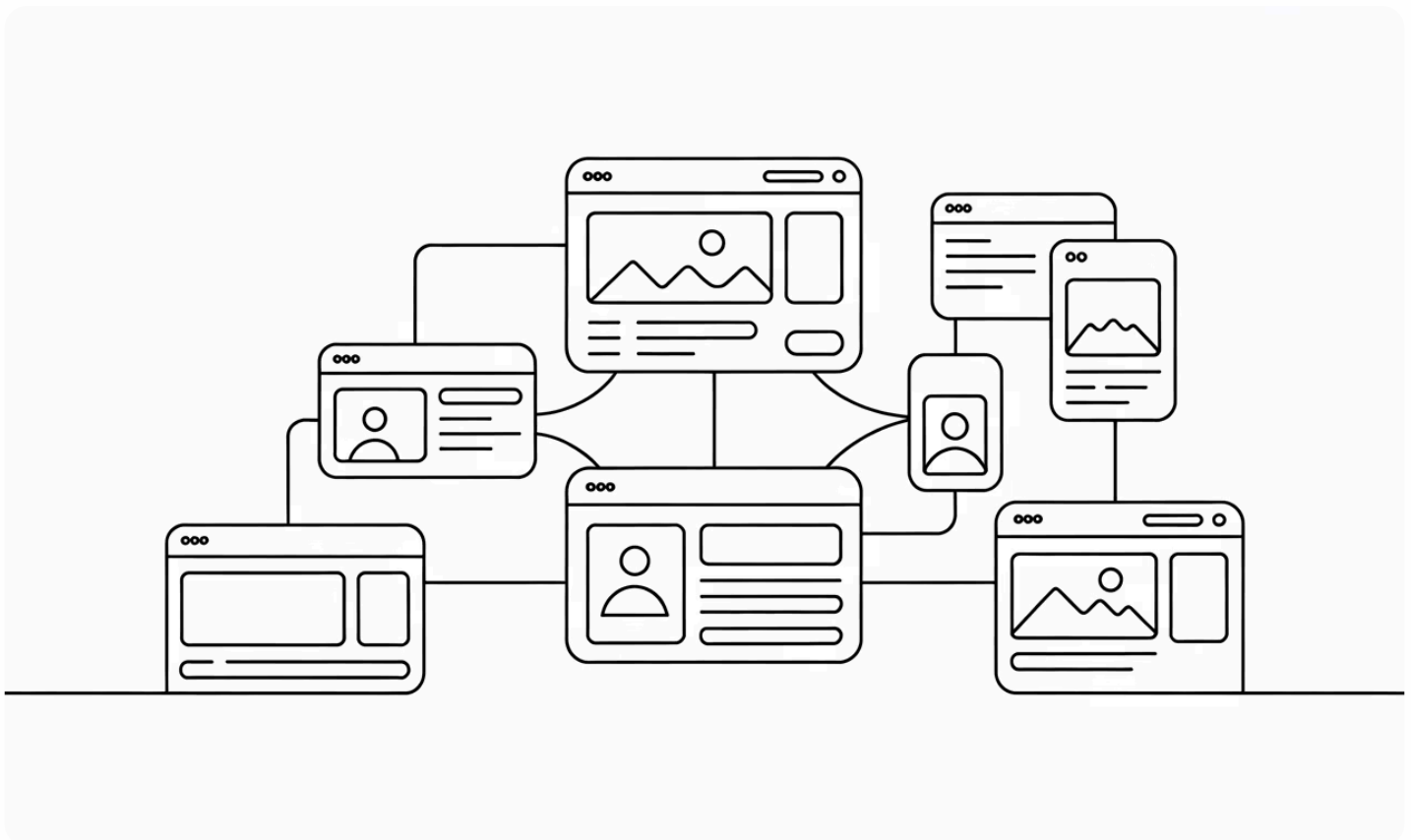
Appears on every article and About page

## Backlinks + Mentions

At least 3 trusted sites link to you

## Social Profiles

Updated photos + links match website



# Step 3 – Check Your AI Signals

AI tools like ChatGPT, Gemini, and Perplexity are becoming primary research channels. Make sure your business is discoverable and accurately represented in AI-powered search.

01

## FAQ Content

Real questions customers ask, clear answers

02

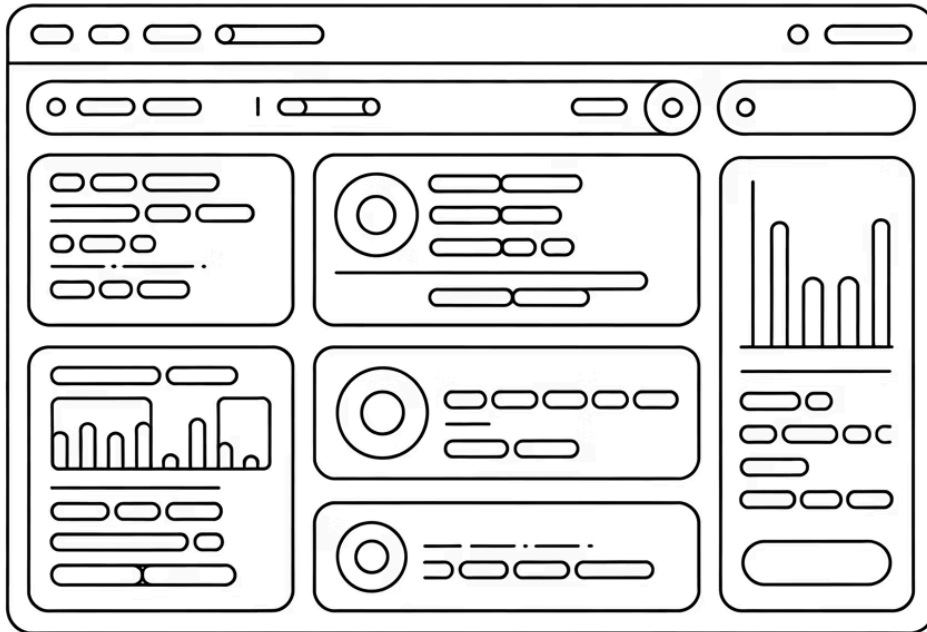
## Structured Data

Services labeled so AI knows what you do

03

## AI Search Presence

Type your brand into ChatGPT, Gemini, Perplexity → Does it find you?



# Score Your Readiness

Based on your audit results, determine where you stand and what action to take next.



## All checks = Strong Visibility

You're in great shape! Continue maintaining your presence and look for advanced optimization opportunities.



## 1-2 misses = Tune-Up Needed

You have a solid foundation with a few gaps. Focus on completing the missing elements this month.



## 3+ misses = Schedule Roadmap Session

Significant visibility gaps exist. Consider scheduling a strategic session to create a comprehensive improvement plan.

# Quick Wins Tracker

## This Month Do These Five Things

Focus on these high-impact actions to improve your visibility quickly. Each task is designed to strengthen your presence across multiple channels.

### 1 Record 3 Ask Maps videos (30–60 s each)

Due Date: \_\_\_\_\_ Done:

### 2 Add plain-answer box + FAQ to top 5 pages

Due Date: \_\_\_\_\_ Done:

### 3 Update GBP photo + post weekly

Due Date: \_\_\_\_\_ Done:

### 4 Verify directory listings (NAP + categories)

Due Date: \_\_\_\_\_ Done:

### 5 Refresh 5 older pages (title, intro, links)

Due Date: \_\_\_\_\_ Done:

# Next Month

After completing your quick wins, it's time to go deeper. Choose one visibility layer to improve and track your progress.

## Choose one visibility layer to improve

- Foundational
- Authority
- AI

Your choice: \_\_\_\_\_

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## Track 1 metric

- Call leads
- Form fills
- GBP views

Your metric: \_\_\_\_\_

## Note your results here:

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# Remember: AI Visibility is built—not bought

Sustainable visibility comes from consistent effort across three key areas. Keep these principles at the center of your strategy.



## Keep structure clean

Maintain organized, well-structured content that's easy for both humans and machines to understand



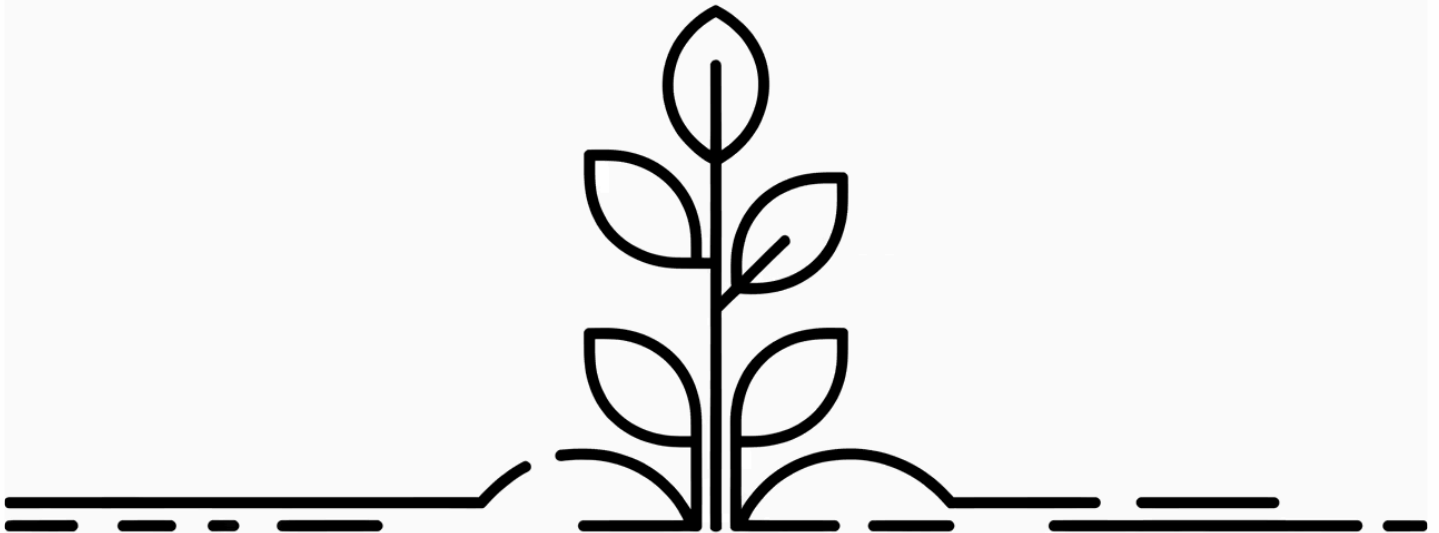
## Proof visible

Display reviews, testimonials, and credentials prominently to build trust and authority



## Content fresh

Regular updates signal active engagement and relevance to search engines and AI tools



# Your Visibility Action Plan

Use this space to summarize your priorities and commit to your next steps. **Visibility compounds over time**—small, consistent actions create significant results.

## My Top 3 Priorities This Quarter:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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**Next Review Date:** \_\_\_\_\_

Schedule a recurring calendar reminder to revisit this workbook and track your progress. Consistent evaluation and adjustment are key to maintaining strong visibility across all channels.