AI Presence Signals Checklist

A practical, copy-paste-friendly audit sheet for improving how AI systems understand and recommend your brand.

How to use

- Use this to find missing signals that cause AI to omit you, mislabel you, or default to competitors.
- Mark each item: Done / In progress / Missing. Prioritize the *Missing* items first.
- Best practice: publish a canonical "truth layer" (FAQ + definitions + explicit negatives) and keep it updated.

Quick score (optional)

Section	Weight	Score (0–5)	Notes
Entity clarity	High		
Canonical truth pages	High		
Structured signals (schema)	High		
Content coverage (buyer + support)	Medium		
Reputation + citations	Medium		
Directory + profile consistency	Medium		
Technical accessibility	High		
Monitoring + change control	Medium		

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1) Entity clarity (who you are)

Goal: reduce ambiguity. If AI sees conflicting names, categories, or locations, it hesitates or substitutes competitors.

[ ] One canonical business name used consistently across site + profiles (no variants unless documented).

[ ] One-sentence description that matches real buyer language (what you do, for whom, where).

[ ] Clear primary category + secondary categories (consistent everywhere).

[ ] Service area / locations are explicit (cities/regions you actually serve).

[ ] Contact info is consistent: phone, email, address, hours (if relevant).

[ ] Brand identifiers are stable: logo, social handles, legal name (if different) documented.

[ ] Leadership / spokesperson pages (optional but powerful): who is behind the brand, credentials, media bios.

2) Canonical truth pages (close information gaps)

Goal: give AI a definitive source it can quote internally or trust as the 'official' version.

[ ] Canonical FAQ page with direct answers to top customer questions.

[ ] Explicit negatives: "We do not…", "We are not…", "We are not affiliated with…".

[ ] Definitions page for confusing terms (your category language, acronyms, or jargon).

[ ] Pricing / plans page with clear boundaries (what's included, excluded, limits).

[ ] About page that states mission + who it's for + what outcomes to expect.

[ ] Contact/support page with response expectations (hours, channels, SLA if applicable).

[ ] Policy pages: privacy, terms, refunds (as applicable) are present and plain-English.

3) Structured signals (schema + machine-readable facts)

Goal: make facts extractable. AI systems often rely on structured and consistent metadata.

[ ] Organization schema with name, logo, URL, sameAs links, and contact details.

[ ] FAQPage schema on your primary FAQ (matching visible content).

[ ] Product/Service schema for core offers (or SoftwareApplication if SaaS).

[ ] LocalBusiness schema if location-based (with address + geo if applicable).

[ ] BreadcrumbList schema for key pages to clarify site structure.

[ ] Open Graph + Twitter cards set correctly (title, description, image) for share previews.

[ ] Robots.txt and sitemap.xml are correct and accessible; key pages are not blocked.

4) Content coverage (questions AI must answer about you)

Goal: if AI can't find coverage, it fills gaps with guesses. Coverage beats clever copy.

[ ]   Dedicated pages for each core use case / customer type (not just one generic page).

[ ]   Comparison pages: you vs alternatives (or 'best for…' positioning) with fair language.

[ ]   Proof pages: case studies, customer stories, outcomes (even small ones).

[ ]   Support pages: onboarding, setup, troubleshooting, integrations (if SaaS).

[ ]   Security / trust page (data handling, access controls, compliance notes if relevant).

[ ]   Media page: logos, screenshots, founder bio, short product description, press links.

[ ]   Freshness: update dates visible on key truth pages when material changes occur.

5) Reputation + citations (third-party confirmation)

Goal: AI trusts what others corroborate. Third-party consistency increases confidence.

[ ]   You have at least 3–10 credible third-party mentions (articles, podcasts, partner pages, directories).

[ ]   Reviews exist where buyers actually look (and you respond professionally).

[ ]   Your brand is mentioned consistently using the same name + category terms.

[ ]   You have at least one 'authoritative' profile (e.g., industry association, verified directory).

[ ]   You avoid spammy backlink footprints that can reduce trust signals.

[ ]   Your executives/founders have consistent bios across platforms (optional but strong).

6) Directory + profile consistency (the web's 'facts layer')

Goal: inconsistent directories are one of the fastest ways to create entity confusion.

[ ]   Google Business Profile (if local) is accurate and matches the website.

[ ]   Top industry directories are claimed and consistent (name, category, phone, URL).

[ ]   Social profiles use consistent handles and link back to the canonical site.

[ ]   Old brands/domains are either redirected or clearly archived to prevent confusion.

[ ]   Duplicate listings are removed/merged (especially on major directories).

7) Technical accessibility (can AI and crawlers reach it?)

Goal: if content isn't crawlable, it might as well not exist.

[ ]   Site loads reliably and fast enough; important content is not hidden behind heavy JS.

[ ]   Core pages render meaningful HTML server-side (or have a crawlable prerender).

[ ]   No blocked critical assets (CSS/JS) that prevent rendering.

[ ]   No accidental noindex tags on important pages.

[ ]   Clean internal linking to truth pages (FAQ, pricing, about, contact) from header/footer.

[ ]   Images have alt text where it conveys meaning (logos, diagrams, product screenshots).

8) Monitoring + change control (stay consistent over time)

Goal: visibility is not a one-and-done. Consistency over time compounds.

[ ]   You track what AI says about you in at least 2–4 major engines on a schedule.

[ ]   You keep a change log for truth pages (what changed, when, why).

[ ]   You have a process to fix misinformation quickly (add explicit negatives, clarify FAQs).

[ ]   You re-run audits after launches, rebrands, pricing changes, or major PR.

[ ]   You maintain one canonical 'source of truth' for facts used in multiple places (avoid drift).

Next step: Pick the top 5 items marked Missing. Fix those first. Re-check AI answers 7–14 days later and again after any major site update.