

A STRUCTURED SELF-ASSESSMENT

The AI Rankings Scorecard

A rigorous assessment of how your business appears — or fails to appear — within the AI-generated answers now shaping your buyers' decisions.

WHAT THIS SCORECARD COVERS

- 01 Build your buyer-question set**
The 20–30 real questions your customers ask AI assistants.
- 02 Test correctly across the major engines**
ChatGPT, Perplexity, Gemini and Google AI Mode — each on its own terms.
- 03 Score presence, accuracy and sentiment**
Against the competitors being named in your place.
- 04 Diagnose the four core criteria**
Identity, corroboration, extractability and recency.
- 05 Convert findings into a 90-day programme**
A prioritised plan that fits within a single quarter.

PREPARED BY

Andrea · AI Search Visibility

As featured in the newsletter: AI Search Rankings — Inside the Split-Second Decision That Now Chooses Which Businesses Win

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Details on the final page

Before You Begin

Work through the five steps in order, once per quarter. The first pass establishes your baseline; each subsequent pass measures movement. Answer honestly — the value of this exercise lies entirely in its precision. Most teams complete the full assessment in 60–90 minutes.

THREE GROUND RULES

- Test in a clean session — logged out or incognito — so personalisation does not flatter the result.
- Phrase questions exactly as a buyer would, not as your marketing team would.
- Record what the engine actually says, including omissions. Absence is a data point.

STEP 1

Build Your Buyer-Question Set

List 20–30 questions your genuine buyers put to AI assistants. Draw them from sales calls, support tickets, and the language of your reviews. Cover all four intents below — start with ten here and continue the set in your own document.

DISCOVERY

"Best providers of..."

COMPARISON

"X vs Y — which is better?"

TRUST

"Is [brand] legitimate / reliable?"

PROBLEM

"How do I solve...?"

Your first ten questions:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Test Across the Major Engines

There is no single algorithm to satisfy — each platform runs its own index and its own selection logic, and citation overlap between engines is famously low. Run your question set on each engine below. Photocopy or duplicate this sheet: complete one grid per question.

Question being tested: _____

ENGINE	NAMED?	ACCURATE?	SENTIMENT	COMPETITORS NAMED INSTEAD
ChatGPT Leans on Bing's index; favours well-structured, authoritative material.	☐ Y ☐ N	☐ Y ☐ N	☐ ☐ ☐ + ~ -	
Perplexity Live web search per query; weights recency heavily.	☐ Y ☐ N	☐ Y ☐ N	☐ ☐ ☐ + ~ -	
Google AI Mode / Overviews Knowledge graph + the deepest index in existence.	☐ Y ☐ N	☐ Y ☐ N	☐ ☐ ☐ + ~ -	
Gemini Google ecosystem signals; entity resolution matters.	☐ Y ☐ N	☐ Y ☐ N	☐ ☐ ☐ + ~ -	

Sources the engines cited in this category (your map of where effort should be directed):

- _____
- _____
- _____
- _____

NOTES · VERBATIM EXCERPTS WORTH KEEPING

How exactly were you (or your competitors) characterised? The precise wording reveals which sources the model absorbed.

Score Your Presence

With the full question set tested, translate the raw results into a score. Rate each dimension from 0 (absent) to 5 (dominant) for each engine, then total the column. Score yourself first, then your two most-named competitors — the gap is the finding.

DIMENSION (SCORE 0–5)	CHATGPT	PERPLEXITY	GOOGLE AI	GEMINI
Presence Share of your questions in which the engine names your business at all.				
Prominence Where you appear: the lead recommendation, a shortlist entry, or a footnote.				
Accuracy Whether your offering, audience and positioning are described correctly.				
Sentiment The confidence and favourability with which you are characterised.				
Citation share How often your owned or earned pages appear among the cited sources.				
TOTAL (/25 per engine)				

Reading your total (per engine):

0–6

INVISIBLE

You do not exist in the answers shaping your market. Treat as urgent.

7–13

MARGINAL

Occasionally named, inconsistently described. Foundations need work.

14–19

PRESENT

Reliably named; sharpen accuracy, sentiment and citation share.

20–25

PREFERRED

You are the recommendation. Defend the position — consensus favours incumbents.

Diagnose the Four Core Criteria

A weak score always traces back to one or more of the four criteria the engines verify before naming a business. Tick every statement that is true today. The section with the fewest ticks is the constraint on your visibility — and the first block of your 90-day programme.

A IDENTITY

Can the machine resolve who you are?

- ☐ Our name, offering and audience are described identically across our website, directories and profiles.
- ☐ Schema markup (Organization, Product/Service, FAQ) is implemented and current.
- ☐ Independent surfaces describe us consistently with our own properties — no conflicting signals.

Ticks: ____ / 3

B CORROBORATION

Has the market vouched for you?

- ☐ We hold recent, substantive reviews on the platforms buyers in our category actually consult.
- ☐ Industry publications, community platforms or reputable media have covered us in the last 12 months.
- ☐ Our expertise is visible where our professional community convenes — not only on our own site.

Ticks: ____ / 3

C EXTRACTABILITY

Can your pages be quoted cleanly?

- ☐ Our key commercial pages answer the buyer's question directly and early, under descriptive headings.
- ☐ Answers are self-contained passages a machine could lift verbatim without losing meaning.
- ☐ Pages carry specific figures, first-hand experience and original evidence — not generic claims.

Ticks: ____ / 3

D RECENCY

Does your content read as current?

- ☐ Commercially significant pages have been substantively updated within the last quarter.
- ☐ Dates, statistics and examples on those pages reflect the current year.
- ☐ We have a standing owner and cadence for keeping priority pages fresh.

Ticks: ____ / 3

Your constraining criterion (fewest ticks): _____

Secondary: _____

Hesitation is elimination — resolve conflicting signals before investing anywhere else.

Your 90-Day Programme

Convert the diagnosis into a prioritised programme that fits within a single quarter. The sequence below mirrors how the engines evaluate you: fix identity first, build corroboration second, restructure content third — and measure throughout.

DAYS 1–30

Foundations & Identity

Align every surface on which the business is described. Implement or repair schema. Eliminate conflicting signals.

☐

Owner:

☐

Owner:

DAYS 31–60

Corroboration & Validation

Earn reviews, secure industry coverage, contribute expertise where the engines' trusted sources are drawn from — the source map from Step 2.

☐

Owner:

☐

Owner:

DAYS 61–90

Content & Extractability

Restructure the most commercially significant pages: direct answers, descriptive headings, original evidence, current dates.

☐

Owner:

☐

Owner:

THEN: MEASURE MONTHLY

Re-run the question set every month. Track share of voice against competitors. Log score movement in the table below. AI rankings are not a project with a completion date — they are a standing measure of how the market's most influential adviser describes you.

	Baseline	Month 1	Month 2	Month 3
Total score (/100)				
Questions where named				
Lead recommendation count				

YOUR NEXT STEP

Don't Interpret the Results Alone.

The scorecard tells you where you stand. A strategy call tells you what to do about it — and in which order, for your market specifically.

FREE STRATEGY CALL WITH ANDREA

30 minutes · no obligation · limited slots each month

- A walk-through of your completed scorecard and what your scores actually mean
- One substantive observation on how your business currently appears in at least one major AI engine
- The two highest-leverage moves for your next 90 days, sequenced for your category
- A clear view of which sources the engines trust in your market — and how to earn a place among them

BOOK YOUR FREE STRATEGY CALL NOW →

HOW TO BOOK

Reply to the newsletter, comment “SCORECARD”, or send Andrea a direct message on LinkedIn with the word “CALL” — and we’ll find a time that suits you.

Each month you remain absent from these answers, the businesses being named grow more established in the machine’s understanding of your market — and consensus, once formed, favours the incumbent.