



IN THE ANSWER

AI Visibility KPI Checklist

Know if AI can find, trust, and recommend your business.

Your customers are asking AI what to buy. These are the KPIs that show whether you are in the answer.

BUSINESS OWNER

Can AI find and recommend my business?

MARKETING TEAM

Which prompts, models, sources, and competitors are changing?

AGENCY

How do I show clients where AI recommends them and what to fix first?

The 12 KPIs to check first

Use the plain-English question first. Then use the KPI name when you want to track it over time.

KPI	PLAIN QUESTION	WHAT IT TELLS YOU	IF WEAK, FIX FIRST
Brand Mention Rate	Does AI mention you?	How often your brand appears for real buyer prompts.	Clarify category, buyer, and outcome language.
Recommendation Rate	Does AI choose you?	Whether AI recommends you, not just lists you.	Add proof, use cases, FAQs, and decision content.
Competitor Mention Rate	Who shows up instead?	Which competitors appear in the same answer.	Compare their proof, pages, reviews, and sources.
Competitor Recommendation Ratio	Are they winning more often?	How often competitors are recommended versus you.	Build comparison pages and close proof gaps.
Prompt Coverage	Which buyer questions matter?	How many real buyer-intent questions you track.	Add category, trust, comparison, and purchase prompts.
Model Coverage	Which AI products are checked?	Visibility across ChatGPT, Claude, Gemini, Perplexity, Copilot, Grok, and DeepSeek.	Start with one prompt, then compare model behavior.
Citation Frequency	Does AI have evidence?	How often sources, citations, or proof connect to your brand.	Create cite-worthy pages and improve third-party proof.
Source Gap Count	Where are competitors cited without you?	Review sites, directories, articles, or comparison pages where competitors appear.	Earn presence in trusted sources and update profiles.
Answer Accuracy	Is AI describing you correctly?	Whether AI gets your offer, pricing, location, category, and details right.	Fix stale facts, unclear pages, and inconsistent profiles.
AI Visibility Trend	Are you improving or slipping?	Whether visibility moves up, down, or flat across repeated checks.	Recheck the same prompts after each shipped fix.
Proof Signal Score	Can AI trust you?	Reviews, FAQs, case studies, pricing clarity, comparison pages, and trust signals.	Publish the proof a buyer would need before choosing you.
Action Priority Score	What should you fix first?	The highest-impact content, review, citation, schema, or positioning fix.	Choose one fix tied to one prompt, then measure again.

Missing Weak Clear Score each KPI honestly, then start with the lowest-scoring prompt closest to revenue.

Want to see one of these KPIs for your business? Claim your free AI visibility prompt check.

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