

AI Visibility Audit Checklist

Based on the REVIEW Method

Built for AI. Optimised for Trust. Chosen by Customers.

This checklist helps you evaluate how well your brand is positioned for AI-first search and recommendations. Complete each section honestly, score your performance, and identify priority areas for improvement.

How to Use This Checklist

1. Work through each of the five REVIEW signals systematically.
2. Check the box for each criterion your brand currently meets.
3. Score each section from 0-10 based on your honest assessment.
4. Identify your lowest-scoring areas as priority improvement opportunities.
5. Use the action items at the end to create your implementation roadmap.

Signal 1: Recognised

Is your brand clearly understood as a distinct, authoritative entity?

Brand Entity Clarity

- Your brand name is unique and consistently used across all platforms
- Your primary service offering is clearly stated on your website
- Your brand has a clear positioning statement that differentiates you
- Schema markup is implemented correctly on your website
- Your NAP (Name, Address, Phone) is consistent everywhere

Content Association

- Your content clearly connects your brand to your expertise areas
- You have defined topic clusters that align with your services
- Your brand appears in relevant industry directories
- Your team members are associated with your brand entity online

Score (0-10): _____

Signal 2: Established

Is there evidence of real-world legitimacy and experience over time?

Longevity Signals

- Your website has been active for 2+ years
- Your domain has historical content indexed by search engines
- You have dated content showing ongoing activity over time
- Your business registration and credentials are publicly verifiable

Operational Credibility

- You have case studies or portfolio work demonstrating expertise
- Your team credentials and experience are documented
- You have industry certifications or accreditations
- You maintain active profiles on professional platforms (LinkedIn, etc.)
- You have a documented track record of client work or projects

Score (0-10): _____

Signal 3: Verified

Do independent signals consistently confirm accuracy, trust, and alignment?

Third-Party Corroboration

- Your brand is mentioned on independent industry websites
- Your business information is consistent across directories
- You have verified business profiles (Google Business, etc.)
- Third-party sites confirm your claims and expertise
- Your awards or recognition are documented by external sources

Data Consistency

- Your contact information matches across all platforms
- Your service descriptions are aligned everywhere
- Your brand story is consistent across channels
- External sources cite accurate information about your brand

Score (0-10): _____

Signal 4: Influential

Is your brand reinforced through external validation and sentiment?

Reviews and Testimonials

- You have 10+ genuine customer reviews on Google or similar platforms
- Your average review rating is 4.0 or higher
- You actively request and respond to reviews
- Client testimonials are featured on your website

Citations and Mentions

- Your brand is cited in industry articles or publications
- You are referenced in "best of" or comparison lists
- Your content is shared or linked to by others
- You have media coverage or press mentions
- Your brand appears in relevant Reddit, Quora, or forum discussions

Score (0-10): _____

Signal 5: Enduring

Does your brand demonstrate consistency, reliability, and long-term relevance?

Ongoing Activity

- You publish new content at least monthly
- Your website and profiles are regularly updated
- You maintain consistent brand messaging over time
- Your social media presence shows regular activity

Sustainable Practices

- Your visibility strategy is documented and repeatable
- You have systems for maintaining brand consistency
- Your content strategy extends beyond short-term tactics
- You invest in long-term brand building, not just quick wins
- Your team understands and maintains your brand standards

Score (0-10): _____

Your AI Visibility Score

Add up your scores from all five signals:

Recognised: _____ (out of 10)

Established: _____ (out of 10)

Verified: _____ (out of 10)

Influential: _____ (out of 10)

Enduring: _____ (out of 10)

TOTAL SCORE: _____ (out of 50)

Interpreting Your Score

40-50: Strong AI Visibility Foundation

Your brand is well-positioned for AI recommendations. Focus on maintaining consistency and expanding your Authority Hub network.

25-39: Moderate Visibility with Gaps

You have some foundation but significant improvement opportunities. Prioritize your lowest-scoring signals and implement the REVIEW Method systematically.

0-24: Limited AI Visibility

Your brand is at risk of being overlooked by AI systems. Start with Signal 1 (Recognised) and Signal 3 (Verified) as your foundation, then build from there.

Priority Action Items

Based on your lowest-scoring signals, prioritize these actions:

If Recognised is your lowest score:

- Implement proper schema markup on your website
- Ensure NAP consistency across all platforms
- Create clear positioning and service statements
- Develop defined topic clusters for your content

If Established is your lowest score:

- Document your credentials and team expertise
- Create case studies showcasing your work
- Publish dated content showing ongoing activity
- Pursue relevant industry certifications

If Verified is your lowest score:

- Claim and optimize your Google Business Profile

- Ensure consistency across all business directories
- Get listed on relevant industry directories
- Build relationships for third-party mentions

If Influential is your lowest score:

- Implement a systematic review request process
- Create shareable, citation-worthy content
- Engage in relevant online communities
- Pursue media coverage and press mentions

If Enduring is your lowest score:

- Establish a consistent content publishing schedule
- Document your brand standards and processes
- Create a long-term content strategy
- Build systems for maintaining brand consistency

Next Steps: Working with Reviewly

Reviewly is a Visibility Architecture Partner that helps service-led and expertise-driven brands become understood, trusted, and recommended by both customers and AI systems.

The REVIEW Method

Our proprietary framework operationalizes these five signals into a systematic, sustainable visibility strategy.

Satellite Search

Our AI-era search expansion system extends your brand visibility through strategically designed Authority Hubs that give AI systems the corroboration they need to confidently recommend you.

Ready to improve your AI visibility?

Visit: reviewly.com.au

Email: support@reviewly.com.au

Satellite Search: satellitesearch.com.au