

AI Audit Template

Fill-in template for auditing a site's visibility in AI search and answer engines

1. Audit details

Field	Entry
Client / site	
Primary domain	
Market and language	
Business type (store, brand, service, marketplace)	
Auditor	
Date of audit	
Tools used	
Pages sampled (number and list)	

2. Scope and goal

State the questions the audit must answer. Examples: Does the brand appear in AI answers for its core queries? Can AI crawlers read the key pages? Does the content carry the proof that search engines and AI systems use to judge trust?

- Target queries (10 to 20 commercial and informational queries the business should own)
- Competitors named in AI answers for those queries
- Platforms checked (Google AI Overviews, ChatGPT search, Perplexity, Gemini, Claude, Bing Copilot)

3. AI search visibility baseline

Run every target query in each platform. Record what the answer says, which sources it cites and whether the business appears. Repeat in a logged-out or private session to remove personalisation.

Query	Platform	Brand mentioned (Y/N)	Cited URL	Competitors cited	Notes

4. Scoring model

Score each area from 0 (absent) to 3 (strong, with proof). Multiply by the weight to get the area score. Total out of 100.

Area	Weight	Score (0-3)	Weighted score	Key evidence
Entity clarity (who the business is, where, what it sells)	15			

Area	Weight	Score (0-3)	Weighted score	Key evidence
Crawl access for AI and search bots	10			
Structured data (Organization, LocalBusiness, Product, FAQ)	10			
Answer-ready content (direct answers, headings, lists, tables)	15			
EEAT proof (experience, named expertise, reviews, credentials, policies)	15			
Topical depth (category and service copy, not thin pages)	10			
Internal linking to money pages and entities	10			
Mentions and citations off-site (reviews, directories, press, forums)	10			
Consistency (NAP, prices, store count, claims match across pages)	5			

5. Area-by-area findings

5.1 Entity clarity

- Brand name, legal name and trading names are consistent (note any lookalike brands)
- Homepage states what the business is, where it operates and who it serves in plain text
- Organization schema with sameAs links to Google Business Profile, social profiles and directories
- Location pages each have their own address, phone, hours and LocalBusiness schema

5.2 AI and search crawler access

- robots.txt does not block Googlebot, Bingbot, OAI-SearchBot, ChatGPT-User, PerplexityBot, Claude-SearchBot or Claude-User unless a deliberate decision was made
- Google-Extended and GPTBot / ClaudeBot training rules are a separate business decision. Record the current setting and who owns it
- Key pages return 200 without login, cookie walls or JavaScript-only content
- XML sitemap lists canonical, indexable pages only

5.3 Machine-readable guidance

- llms.txt present at the root, listing key pages with one line each (optional; no platform has confirmed it as a ranking input, so treat it as a clarity aid)
- Schema matches visible page content. No markup for content that is not on the page

5.4 Answer-ready content

- Each target page answers its main question in the first 40 to 60 words
- Headings are descriptive questions or clear topics, in logical order, with one H1
- Lists, tables and steps are used where the content is a comparison or process
- FAQ answers are complete on the page (not behind a slow load or a separate click)

5.5 EEAT proof

- Named people with credentials or real experience (team pages, author bios)

- Real photos of the business, staff, workshop, products and locations (no stock images standing in for real ones)
- Reviews from a verifiable source, with the source linked. Never invented or paraphrased reviews
- Years in business, licences, memberships, awards and guarantees are stated and can be checked
- Policies (returns, privacy, terms, warranty) are linked from the footer

5.6 Off-site mentions

- Google Business Profile complete, with categories, photos, services and review responses
- Presence in relevant directories, industry bodies and local sponsorship pages
- Mentions in press, forums or community pages, with link and brand-name consistency

6. Priority actions

#	Action	Area	Impact (H/M/L)	Effort (H/M/L)	Owner	Due
1						
2						
3						
4						
5						
6						
7						
8						

7. Sign-off

Reviewed by: _____ Date: _____

Keep findings factual and sourced. Attach the query log and screenshots for any claim about AI answers, because those answers change between sessions.