AI Search Visibility Review

Review one service and five buyer questions. Check what appeared, whether the answer was accurate and useful, and what you actually know about buyer choice. Use the findings to choose one repair through FIT. This is a practical sample, not a market visibility study.

Set the scope before testing

Service and audience _____

Fact owner and review period _____

Platforms, fixed context and planned repeats _____

Use public business information. Do not put customer records or confidential details into prompts. Keep any business outcome evidence in an approved internal record.

Write five buyer questions

Example only: a consultancy helping mid-sized manufacturers migrate a CRM. Adapt these questions to your service. For questions 2–5, name the same firm in each prompt and specify the relevant CRM platforms.

1. Which firms help mid-sized manufacturers migrate their CRM?
2. Does this firm support our current and intended CRM platforms?
3. Does the engagement include migration and data cleanup, or advice only?
4. What relevant project evidence can we inspect?
5. What happens in the first conversation, and what should we bring?

Keep unbranded discovery separate from brand-named questions. Naming a firm in the prompt does not show it was discovered independently.

Run and preserve the same small test

- Save the exact prompt, platform, visible model/version, date/time, language, location, sign-in state and search mode. Mark settings you cannot see as unknown.
- Use a fresh conversation per prompt and keep context consistent across planned repeats. Preserve every run, including no mention, no cited sources and unusable answers.
- Save the full answer and sources shown. Open the cited pages and compare exact statements with a current answer verified by the service owner. A citation alone does not establish support.
- Use one copy of the next page per prompt/run. Report counts with their denominators and conditions. Repeat after the repair on the agreed date; record changed settings and other influences.

Worked example

The consultancy is mentioned, but its page does not explain migration scope or show relevant project evidence. Verify the offer, clarify the page and connect appropriate proof. Check the result later; a source edit does not guarantee a different AI answer.

Record one answer and one repair

Duplicate this page for each saved prompt/run. Record absence and uncertainty plainly. Keep source evidence separate from your interpretation.

Question / run ID _____ ☐ Unbranded ☐ Brand named

Exact prompt and any supplied context

Platform and visible model or version **Date and time**

Language and location **Sign-in and search mode** **Unknown settings**

Saved full answer reference and cited source URLs, or no sources shown

Keep three observations separate

Found. Was the business mentioned? ☐ Yes ☐ No ☐ Unclear

Was its own page cited? ☐ Yes ☐ No ☐ Unclear

Understood. Exact statement or missing detail and the verified current answer

Source owner and verification date **Scope or proof a buyer still needs**

Chosen: What buyer behavior was actually observed? Record the evidence reference and period, or "unknown." Keep consideration, inquiry and sale distinct. An answer or a reviewer's judgment cannot establish choice.

Observed buyer evidence or unknown

Choose one repair with FIT

Foundational: source ownership and access. Informational: scope, useful answers and evidence. Transactional: next step and consistent expectations. Weigh impact, dependencies, effort and evidence; do not assign a universal score.

Repair and reason **Owner and due date**

Completion evidence **Recheck date** **What remains unknown**

A change in this sample does not establish whole-market visibility or prove that the repair caused a lead or sale. Use customer feedback and business records alongside the answer samples.

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