

AI visibility checklist.

- Produce content for questions and conversations, not just keywords.
- Build out a content library to build topical authority, not a single blog post.
- Create comparison, alternative and 'best for' content that helps people make decisions.
- Share expert opinions and thought leadership, and make first-hand experience evident across all platforms.
- Keep important content fresh by reviewing and updating it regularly.
- Use the language your customers actually use, including alternative phrases and real-life scenarios.
- Build trust by citing credible sources and backing up your claims with evidence.
- Give AI more places to discover your brand through PR, creators, reviews and community discussions.
- Strengthen your brand reputation. AI learns from reviews, recommendations and wider online sentiment.
- Make sure your brand information is consistent wherever it appears online: website, LinkedIn, GMB, and directories.
- Make key information easy to find, including delivery, returns, pricing, FAQs and customer support.
- Turn every piece of expertise into articles, videos, FAQs, social content and case studies.
- Apply strong SEO foundations, including clear page structure, internal linking and structured data.
- Use AI yourself. Regularly test the prompts you want to appear for and learn from the brands that do.

How visible is your brand?

Needle: The organic search insights tool

Using our in-house Supertools, we'll benchmark your brand's online visibility against your key competitors, including LLM visibility across ChatGPT, Gemini, and Claude, and highlight immediate opportunities for growth,



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