

FREE SCORECARD FOR SAAS FOUNDERS

AI Visibility Scorecard

15 questions to find out whether ChatGPT, Perplexity, and Google AI Overviews recommend your SaaS

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How to use this scorecard

Work through each section and tick every item that is already true for your business. Be honest. A **red flag** means AI platforms are either unable to see your product or are describing it inaccurately right now, while your competitors get recommended instead.

51% of B2B buyers now start their research inside AI tools, and the overlap between Google top-10 rankings and AI citations has collapsed to somewhere between 17% and 38%. Ranking well on Google no longer guarantees you exist in an AI answer.

1 • The Buyer Test (run this first, 15 minutes)

AUDIT QUESTION	RED FLAG IF...
☐ You have asked ChatGPT, Claude, Perplexity, and Google AI Overviews to recommend a tool using your customers' own problem language, without typing your brand name.	You have never run this test
☐ Your product appears in at least one of the four platforms for your core buying query.	You appear in zero platforms while a competitor appears in all of them
☐ When your brand does appear, the description is accurate and current.	AI describes an old version of your product or the wrong category
☐ You know which competitors AI platforms recommend for your category and how they are described.	You have no idea who wins the AI answer for your query

2 • Technical Access (can AI crawlers even see you?)

AUDIT QUESTION	RED FLAG IF...
☐ Your robots.txt explicitly allows GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot, and Google-Extended.	Any of these bots is under a Disallow rule; many CMS templates block them by default
☐ You have an llms.txt file at your domain root summarizing what your product does, who it is for, and your key pages.	No llms.txt exists, so AI agents infer your product from scattered sources

☐	Your main body text is visible in the raw HTML source of your homepage and pricing page (View Page Source test).	Your content loads through JavaScript only; roughly 70% of modern sites are partially invisible to AI crawlers
☐	Your server responds in under 500ms and your key pages hit First Contentful Paint under 0.4 seconds.	Pages this fast average 6.7 AI citations; slower pages average 2.1

3 • Content Extractability

AUDIT QUESTION	RED FLAG IF...
☐ The first 40 to 75 words under each heading on your key pages state the answer directly.	Your content builds toward the answer instead of leading with it
☐ Your top pages carry FAQ schema, with questions phrased the way a customer would type them into ChatGPT.	No schema, or questions written as SEO keywords instead of natural language
☐ Your highest-intent pages carry current year signals in titles and headings.	Titles are undated; year signals improve citation rates by roughly 30%

4 • Third-Party Presence (what AI cites about you)

AUDIT QUESTION	RED FLAG IF...
☐ Your G2 and Capterra profiles are claimed, current, and describe your product with specific, verifiable outcomes.	Listings are absent or outdated; AI platforms cite them as fact
☐ Your product description is identical in substance across homepage, review platforms, directories, and schema.	Conflicting descriptions cause AI systems to skip you or misrepresent you
☐ Your brand appears in at least 5 independent authority sources: editorial mentions, guest articles, podcasts, industry publications.	All mentions of your brand live on your own domain; 5+ authority sources correlate with 2.7x higher AI mention rates
☐ You run this full audit monthly and track the results in a spreadsheet.	Only 16% of brands track AI search performance; visibility can vanish within months as competitors optimize

Your score

CHECKS	WHAT IT MEANS
12 – 15 ✓	You are ahead of most of your category. Protect the position with the monthly audit.
7 – 11 ▲	AI platforms can partially see you. The red flags above are actively sending buyers to competitors.

0 - 6 X

You are invisible where a growing share of your buyers now search. Start with Section 2 this week.

Scored under 12? Book an AI Visibility Audit →

I will run the full buyer-language test across four AI platforms, audit your technical access and third-party presence, and deliver a prioritised fix plan in 5 business days. \$500 flat rate.

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