

The 5-Minute AI Visibility Test

Five minutes, no tools, no signup, no technical skill. At the end you will know whether AI recommends you, and if it does not, exactly where you need to be instead.

Do it now, while you are reading this. This stops being useful the moment it becomes something you will get to later.

Before you start

Turn on temporary chat in ChatGPT, or open an incognito window. Your own chat history will skew the result toward you, and a flattering wrong answer is worse than no answer at all.

1 Ask the question your buyer asks

2 minutes

Not the way you describe your service. The way someone describes their problem before they know you exist.

Weak: "who are the best AI implementation consultants"
Strong: "i run a 6-person plumbing business and i'm drowning in missed calls, who can help me set up something to handle it"

Write yours here:

Ask it. Then ask it two more times, worded slightly differently. One run is a coin flip, not a measurement.

Did you appear?

- ☐ Yes, all three times
- ☐ Yes, once or twice
- ☐ No, never

2 Ask the follow-up nobody asks

1 minute

This is the step that makes the whole test worth doing. In the same chat, ask:

"which sources did you use to pick those?"

It will list them. Directories, review platforms, roundup posts, forums, specific sites.

Write the top five here:

That list is your roadmap. The model just told you exactly where you need to be and are not.

3 Check how you are described

1 minute

Whether or not you appeared, ask directly: **"what does [your business name] do?"**

- ☐ Accurate and specific
- ☐ Roughly right but vague
- ☐ Wrong in some way
- ☐ It has no idea who I am

Write what it actually said:

A wrong description is more urgent than absence. Absence means you are not in the conversation. Wrong means you are in it, misrepresented, and you do not get a chance to correct it, because buyers validate what AI told them with peers, not with you.

4 Your one next action

1 minute

Find your row. Do that one thing this week. Not all of them.

What you found	Your one next action
Didn't appear, and the sources named are directories or review platforms you're not on	Get listed on the top two it named. Fastest win available to you.
Didn't appear, and the sources were roundup posts or articles	Find who wrote the top one and pitch yourself for the next version. One well-placed mention outweighs a lot of your own pages.
Appeared sometimes but not consistently	Your signals exist but are thin or inconsistent. Make your one-sentence description identical everywhere. Word for word.
Described vaguely or wrongly	Something ambiguous is being retrieved about you. Write one plain, unmissable sentence stating what you do and who for, where a crawler finds it first.
It has no idea who you are	Start with a single page, in plain text, stating what you do, who for, and where. You cannot be cited if there is nothing to cite.

My one action this week:

Why this works

Over 85% of non-paid AI citations come from earned media rather than the brand's own website (Muck Rack, analysis of over 1 million AI prompts, 2026). That is why step 2 matters more than step 1. Knowing you are absent is a score. Knowing which specific sources filled the space is a plan.

The stakes are not theoretical. Forrester surveyed nearly 18,000 business buyers for its 2026 Buyers' Journey Survey: 94% used AI during their most recent purchase, and AI answer engines now outrank vendor websites, product experts, and sales reps as the most meaningful research source. 55% compare vendors inside AI tools before any vendor contact.

The shortlist gets built before you are in the room.

Run this monthly

Citation sources shift as models update. Put a recurring five-minute block in your calendar and re-run it. The trend over three months tells you far more than any single result.

Want the full version?

The AI Visibility Audit runs this across every buying query in your category, maps where competitors are cited and you are not, and hands back a fix plan in priority order. Free scan first, no email required.

closermethod.com/seo

