XONIK

GUIDE

AI Search Visibility Checklist

A checklist for whether your firm is set up to be found by buyers who research through AI assistants: access, clarity, evidence and checking.

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For	A marketing or growth lead, or a founder.
Use with	The AI Search Visibility Assessment on the XONIK website, and the research on being found by buyers who use AI assistants.

How to use this checklist

A buyer who asks an assistant for suppliers and does not see your name leaves no trace: no visit, no form, no lost-deal note. This checklist helps you find out whether that is happening to you. Work through each area, and tick a statement only when you have checked it yourself, today. Providers change their products, so repeat the check on a schedule and keep the dated record at the end.

Access

A page that crawlers cannot read cannot be described. Each provider documents its own crawlers and the settings that control them.

- [ ] You have read your robots.txt file, and you know what it allows and what it blocks.
- [ ] You have checked each provider's documentation for the crawlers it uses to find pages and to retrieve them for answers, and the file reflects a decision you made about each.
- [ ] If you block a crawler that retrieves pages for answers, you chose to.
- [ ] Your key pages can be read without signing in.
- [ ] The main text of each key page is present when the page loads, and does not wait for a script to build it.
- [ ] Your key pages are indexed and can be shown with a snippet, which the search provider documents as a condition for a page to be linked from its AI features.

Clarity

An assistant quoting your page can only repeat what the page says. Say it plainly.

- [ ] Each key page opens with a plain statement of what you do, for whom and where.
- [ ] Each service is described in the words a buyer would use to ask for it.
- [ ] Your firm is named the same way on your site, in your profiles and in directories.
- [ ] Old profiles and listings that describe you out of date have been corrected or removed.
- [ ] Questions buyers ask are answered directly on a page, in a few sentences, before the detail.

Evidence

Assistants lean on sources they trust. What those sources say about you should match what you say.

- [ ] A trade body, a respected publication or a directory buyers use describes what you do.
- [ ] What they say matches what you say about yourself.
- [ ] You publish original explanation, beyond service pages, that answers the questions buyers ask.
- [ ] Published work names who wrote it and when, and says how it was produced.

- [ ] Claims on your pages can be checked against a source.

Checking

The only way to find out is to ask. Put the question a buyer would ask, in the words they would use, to more than one assistant, and read what comes back, including which pages are linked.

- [ ] You have asked an assistant for each service you want to be known for.
- [ ] You have noted whether you appear, how you are described and who appears instead.
- [ ] You repeat the check on a schedule and keep the dated answers.
- [ ] You ask new buyers how they found you, and you record the answer.
- [ ] You know which visits and enquiries arrive from assistants, as far as your analytics allow.

Record of checks

Add a line each time you ask. The first line is your baseline, and the later lines show whether anything has moved.

Date	Assistant	Question asked	Named? How described?	Action taken

Sources

These are the providers' own documents, which were read on 20 October 2026 and may have changed since.

- Google: AI features and your website (developers.google.com/search/docs/appearance/ai-features)
- Google: common crawlers (developers.google.com/search/docs/crawling-indexing/google-common-crawlers)
- OpenAI: crawlers and user agents (developers.openai.com/api/docs/bots)
- Perplexity: bots (docs.perplexity.ai/guides/bots)
- Anthropic: does Anthropic crawl data from the web, and how can site owners block the crawler (support.claude.com)

Limits of this document

XONIK wrote this document as a working aid. It is general guidance, not legal, financial, technical-audit or regulatory advice, and it certifies nothing. It records your own reading of your own organization, so it is only as good as the answers you give. It does not guarantee any result. Assistants change from product to product and week to week, and no document can promise that you will be named.