

The AI Visibility Checklist

Get your site cited by ChatGPT, Perplexity, Google AI & Copilot

AI is the new front page of the internet. When someone asks ChatGPT "what's the best X," the answer comes from a handful of sources. **This checklist shows you how to become one of them** — field-tested, no guesswork. Most of it is free and takes an afternoon.

Part 1 — Let the AI in (crawlability)

If the bots can't read you, nothing else matters.

- ☒ Allow AI crawlers in robots.txt. Explicitly allow GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, PerplexityBot, Google-Extended, Applebot-Extended.
 - ☒ Server-render your content. If text only appears after JavaScript, JS-less crawlers see nothing. Check view-source, not DevTools.
 - ☒ Server-render your structured data too. Client-side JSON-LD is invisible to non-JS bots.
 - ☒ Submit your sitemap (index + children) to Google Search Console + Bing Webmaster Tools.
 - ☒ Fast + secure. Valid SSL, loads under ~2s. Slow, broken sites get skipped.
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Part 2 — Hand AI clean facts (structured data)

Schema.org / JSON-LD is what machines parse. Give them facts, don't make them guess.

- ☒ One entity, one @id, referenced everywhere. Define your brand once; duplicates confuse engines.
 - ☒ Organization schema with name, logo, founder, and **sameAs** (every profile you own) — it's how AI tells you apart.
 - ☒ Person schema for the author with sameAs, jobTitle, knowsAbout.
 - ☒ FAQPage schema on guide pages — **clean Q&A pairs are the easiest thing for AI to lift**.
 - ☒ Article/BlogPosting with author, datePublished, dateModified, image, publisher.
 - ☒ BreadcrumbList everywhere. ItemList (with position) on "top X" content.
 - ☒ Product + Offer / Review + ratings if you sell or review — real numbers only, never fabricated.
 - ☒ Match markup to visible content — hidden markup is a penalty risk.
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Part 3 — Write the line AI will quote

AI lifts short, clean, factual answers. Give it one per page.

- ☒ One tight 40–60 word factual answer near the top of each key page — **self-contained, quotable out of context**. Mark with Speakable if you can.
 - ☒ Lead with the answer, then explain. Don't bury the takeaway.
 - ☒ Use real, specific data — prices, numbers, dates, clean tables.
 - ☒ Build topical clusters. Several focused pages beat one giant page.
 - ☒ Target the long tail — thin or outdated questions are fastest to win.
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Part 3.5 — Put your signals in **VISIBLE** text [the step almost everyone misses]

Field-tested: many AI fetchers strip <script> tags — they never see your JSON-LD at all. Duplicate the signals in plain text:

- ☒ Visible byline + date. "By [name]" and a date in a <time datetime> tag — in the HTML body, not just in schema.
- ☒ Source attribution in body text. Write "According to [source]..." — that's literally the citation format LLMs reproduce.
- ☒ Fact-dense lead paragraph that works ripped out of context.
- ☒ Audit like a bot: fetch with curl/view-source and read only visible text. Would a script-stripping engine still know who wrote this, when, and the key facts?

Part 4 — Prove it's working

You can actually measure AI citations. Most people never look.

- ☒ Check server/firewall logs for ChatGPT-User, PerplexityBot, OAI-SearchBot. ChatGPT-User firing = a real prompt pulled your page live.
- ☒ Track citations — ask ChatGPT/Perplexity your target questions; see who gets named.
- ☒ Watch Search Console for question-style query impressions (early signal).
- ☒ Expect zero-click. Much of the value is being cited, not clicked. Measure mentions.
- ☒ Re-measure monthly. It compounds — watch the trend.

Part 5 — Skip the hype

- ☒ Don't over-invest in llms.txt. No major engine confirms reading it; tests show little effect. Structured data + crawlability is the real lever.
- ☒ Be patient. Citations build over weeks, not days. Consistency wins.

Want the done-for-you version?

This is the manual path. I'm building the tool that generates the structured-data + crawlability setup for you at iamcited. See the real-world receipts: a small Norwegian news site cited by ChatGPT, Grok & Perplexity in weeks — iamcited.com/droneavisa-case

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