

AI Recommendation Test Script

Deeper than a simple mention check — comparison and recommendation prompts, with a confidence-tier score.

Being mentioned once isn't the same as being recommended. This script goes further than a basic visibility check: it tests whether AI tools actively recommend you when someone is genuinely comparing options or asking for a specific recommendation, and scores the confidence of each answer.

The prompts (swap in your real business name, town, and a named competitor)

1. I'm choosing between [your business name] and [competitor name] — which would you recommend?
2. What's the best estate agent in [town] and why?
3. I need a letting agent in [town] who handles [specific service, e.g. HMOs] — who should I contact?
4. Rank the top 3 estate agents in [town]
5. Someone asked me to recommend an agent in [town] — what would you suggest, and why?
6. What are the strengths and weaknesses of [your business name]?

Confidence-tier scoring

- [] Tier 1 — Named first, with specific, accurate reasons given
- [] Tier 2 — Named, but not first, or with vague/generic reasoning
- [] Tier 3 — Named only when directly asked about you by name, not in open recommendations
- [] Tier 4 — Not named at all, even when directly relevant

Prompt #	Tool	Tier (1-4)	Notes
1			
2			
3			
4			
5			
6			

Run this quarterly rather than monthly — recommendation behaviour shifts more slowly than simple mention visibility, so frequent re-checks mostly just add noise.