

AI Reputation Self-Check Kit

Your reviews now feed AI answers, not just Google — here's how to check what they're actually saying.

When someone asks ChatGPT, Gemini, or Perplexity about your business, the answer is often built directly from your review data and rating — not just your website. If that picture is out of date, incomplete, or wrong, you won't know unless you actually check.

The 8 prompts (swap in your real business name and town)

- 1. What do people say about [business name]?
- 2. Is [business name] a good estate agent?
- 3. How are [business name]'s reviews?
- 4. Is [business name] trustworthy?
- 5. What are the pros and cons of using [business name]?
- 6. Compare [business name] to other agents in [town]
- 7. Has [business name] had any complaints?
- 8. Would you recommend [business name]?

Scoring worksheet

Prompt #	Accurate? (Y/N)	Tone (positive/neut ral/negative)	Anything outdated or wrong	Tool checked
1				
2				
3				
4				
5				
6				
7				
8				

If something's inaccurate: there's no direct "edit" button for what an AI says, but keeping your reviews current, responding to everything, and correcting factual errors publicly (see the Reply Template Library) is what eventually shifts the picture, since these tools draw on the same live review data you're already managing.