

AI Visibility Self-Check Kit

The DIY version of our AI Visibility Score — 10 real prompts, and a worksheet to track what comes back.

When someone asks ChatGPT, Gemini, or Perplexity a property question, the AI names a small handful of businesses directly — often just one or two — and the person often never sees any other options. If you're not one of the names it picks, you don't exist in that conversation at all.

This kit is the manual version of what our free AI Visibility Score tool does automatically: paste each prompt into ChatGPT, Gemini, and Perplexity (swap in your real town), and log what comes back on the worksheet below. Repeat monthly — this changes as AI tools update, so a single check is a snapshot, not a verdict.

The 10 prompts (swap [town] for your real area)

1. Best estate agent in [town]
2. Who should I use to sell my house in [town]?
3. Recommend a letting agent in [town]
4. Which estate agents in [town] have the best reviews?
5. I'm relocating to [town] — which letting agents should I contact?
6. Compare estate agents in [town]
7. Is [your business name] a good estate agent?
8. What do people say about [your business name]?
9. Fastest way to sell a house in [town]
10. Trustworthy letting agent near [town]

Scoring worksheet

Prompt #	Mentioned? (Y/N)	Position (1st, 2nd...)	Tone (pos/neutral/neg)	Tool checked
1				
2				
3				
4				
5				
6				
7				
8				

Prompt #	Mentioned? (Y/N)	Position (1st, 2nd...)	Tone (pos/neutral/neg)	Tool checked
9				
10				

If you're not showing up: check the AI Crawler Access Checklist first (a blocked crawler means total invisibility, not just a lower ranking), then make sure your schema markup, reviews, and genuine local content are in place — all covered in the other downloads in this pack.