



KNOW WHAT AI SEES™
AI VISIBILITY & BUSINESS INTELLIGENCE

FREE BUSINESS WORKBOOK

The 5-Prompt AI Visibility Test™

Can AI find, understand, and recommend
your business? Find out in about 10 minutes.



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KnowWhatAISees.com

BEFORE YOU BEGIN

Why this test matters

People increasingly ask AI for recommendations. Your business can have a great website and strong reviews - yet still be missing, misunderstood, or passed over in the answer.

THE QUESTION IS NO LONGER ONLY:

“Can people find me on Google?”

IT IS ALSO:

“Will AI recommend me?”

How to run a clean test

1

Choose your engines

Run the prompts in ChatGPT, Gemini, Perplexity, and Copilot. More engines create a clearer picture.

2

Start fresh

Use a new chat. Do not tell the AI that you own the business or lead it toward your preferred answer.

3

Use exact details

Replace every bracketed phrase with your real service, city, business name, and competitor.

4

Save the evidence

Copy the answer or take screenshots. Record citations, incorrect facts, and competitors mentioned.

PRO TIP

Location and personalization can influence results. Test from the market you serve and compare answers across more than one engine.

THE TEST

Prompts 1 and 2

Type each prompt exactly as written after replacing the bracketed words. Do not include your business name unless the prompt asks for it.

1 Discovery

“What are the best [type of business] in [city, state] for [specific customer need]?”

WHAT THIS REVEALS

Whether your business appears naturally when a customer asks for recommendations.

2 Best fit

“Which [type of business] in [city, state] would you recommend for someone who values [three qualities that matter to your ideal customer]? Why?”

WHAT THIS REVEALS

Whether AI sees your business as suited to the customer you most want to attract.

CAPTURE FOR EACH ANSWER

Business mentioned? • Position in the answer • Description accurate? • Reasons given • Sources cited • Competitors named

Prompts 3 and 4

These prompts test what AI believes about your business - and how confidently it compares you with alternatives.

3 Portrayal

“What is [business name] in [city, state] known for? Include its services, reputation, ideal customer, and anything that makes it different.”

WHAT THIS REVEALS

Whether AI understands your identity, specialties, reputation, and differentiators accurately.

4 Competitive position

“Compare [business name] with [competitor name] for a customer choosing between them. What are the strengths, differences, and best fit for each?”

WHAT THIS REVEALS

Whether your advantages are visible enough for AI to explain why someone should choose you.

WATCH FOR “CONFIDENTLY WRONG”

Incorrect hours, services, pricing, location, leadership, or positioning are signals that your online information needs alignment.

Prompt 5: The decision

This is the moment that matters most: does AI merely know you exist, or is it willing to select you?

5 Recommendation

“Would you recommend [business name] in [city, state] to someone looking for [specific service or outcome]? Give a clear yes-or-no answer and explain why.”

WHAT THIS REVEALS

Whether the available evidence creates enough confidence for AI to recommend your business.

Read beyond the “yes”

- **Evidence** Does AI cite credible sources, reviews, your website, or business profiles?
- **Specificity** Does it name real strengths - or offer vague praise that could describe anyone?
- **Confidence** Is the answer decisive, conditional, hesitant, or unwilling to recommend?
- **Accuracy** Are the details current and consistent with what you actually offer?

Repeat the test every 60-90 days. AI answers change as sources, reviews, business information, and models change.

YOUR SCORE

Seen. Suited. Selected.™

Score one point for each statement that is true. Test all five prompts in one AI engine first, then repeat the scorecard for each additional engine.

1

SEEN

Your business appears in the answer or is clearly recognized when named.

2

SUITED

The description is accurate and connects your business to the customer’s need.

3

SELECTED

AI recommends your business or gives a persuasive reason to choose it.

15-point scorecard

PROMPT 1	☐ Seen	☐ Suited	☐ Selected	___ / 3
PROMPT 2	☐ Seen	☐ Suited	☐ Selected	___ / 3
PROMPT 3	☐ Seen	☐ Suited	☐ Selected	___ / 3
PROMPT 4	☐ Seen	☐ Suited	☐ Selected	___ / 3
PROMPT 5	☐ Seen	☐ Suited	☐ Selected	___ / 3
TOTAL AI VISIBILITY SCORE				___ / 15

INTERPRETATION

What your score means

The number is a starting point. The patterns in the answers show where your greatest opportunity lies.

0-4

Nearly Invisible

AI has too little clear evidence to find or understand your business consistently.

5-8

Seen, but Unclear

Your presence exists, but your positioning or supporting information is weak or inconsistent.

9-12

Competitive

AI generally understands you, but competitors may have stronger proof, clarity, or prominence.

13-15

Recommendation-Ready

Your business is visible, well understood, and persuasive. Protect and strengthen the position.

The 4 P's point to the fix

- | | |
|---|--|
| ● Presence
Can AI find you? | ● Prominence
Do trusted sources validate you? |
| ● Portrayal
Does AI describe you correctly? | ● Persuasion
Does the evidence support choosing you? |

A low score is not a verdict. It is a map showing what to clarify, strengthen, and measure next.



KNOW WHAT AI SEES™

YOUR NEXT STEP

Know exactly what AI sees - and what to fix.

The \$97 AI Visibility Report goes beyond a self-test. We examine how major AI engines find, understand, compare, and recommend your business - then turn the findings into a clear action plan.

YOUR \$97 REPORT INCLUDES

- Multi-engine visibility testing across ChatGPT, Gemini, Perplexity, and Copilot
- Your Seen, Suited, and Selected™ findings
- Accuracy, positioning, recommendation, and competitor insights
- Priority opportunities organized through the 4 P's
- A practical next-step action plan
- Personal review by Alan Robell, Founder & AI Business Strategist

Ready to see your business through AI's eyes?

GET YOUR \$97 AI VISIBILITY REPORT

KnowWhatAISees.com

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