Authority Engine

TURN EXPERTISE INTO DISCOVERY.

PEOPLE ASK AI. AUTHORITY WINS.

12 Fixes That Make ChatGPT More Likely to Recommend Your Business

A Practical AI Visibility Cheat Sheet for Becoming Easier to Discover, Cite, and Trust

A practical one-page diagnostic to identify the most common issues limiting AI visibility, discoverability, and citation potential.

How to use: Review each item and mark it Complete, Partial, or Missing. Prioritize any Missing item in the Fix First group.

☐ Complete ☐ Partial ☐ Missing

1 Buyer-Question Visibility

BE THE ANSWER BUYERS ARE LOOKING FOR.

1	We know the top buyer questions and prompts our prospects ask AI assistants.	☐	☐	☐
2	Our key pages directly answer those questions in plain language.	☐	☐	☐
3	Our service pages clearly explain who we help, what we do, and the outcomes we create.	☐	☐	☐

2 Website Accessibility & Structure

MAKE IT EASY FOR AI TO FIND AND UNDERSTAND YOU.

4	Important pages are crawlable and not blocked by technical issues.	☐	☐	☐
5	We use clear page structure, headings, internal links, and descriptive metadata.	☐	☐	☐
6	We maintain accurate sitemap, robots, and essential site-health basics.	☐	☐	☐

3 Content Clarity & Proof

DEMONSTRATE EXPERTISE. PROVE REAL RESULTS.

7	We publish expert content around buyer problems, comparisons, and use cases.	☐	☐	☐
8	We show case studies or proof points with clear business outcomes.	☐	☐	☐
9	Our content shows real expertise, authorship, and leadership credibility.	☐	☐	☐

4 Trust Signals & Entity Consistency

BE RECOGNIZED.
BE TRUSTED.
BE CONSISTENT.

10	Our company details are consistent across the website, LinkedIn, and key profiles.	☐	☐	☐
11	Reviews, testimonials, press mentions, and third-party credibility signals are visible.	☐	☐	☐
12	AI assistants would find an accurate, current description of our company and expertise.	☐	☐	☐

Common Red Flags

- Competitors appear in AI answers more often than you do.
- Your company is described vaguely, inaccurately, or not at all
- You cannot identify which pages support AI discoverability.
- You do not track AI visibility, citations, or AI-referred traffic.

Fix First

- Clarify your core services and buyer outcomes.
- Create answer-focused service and FAQ content.
- Strengthen visible proof, expertise, and case studies.
- Track AI mentions, citations, and AI-referred engagement

Dr. Patrick T. McAvoy | Authority Engine
AI Visibility. Digital Authority. Competitive Discoverability.

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A MORE VISIBLE TOMORROW STARTS TODAY.