



AI SEARCH TOOLKIT

AI Visibility Scorecard

Measure your brand's presence across five AI search engines.
Score, benchmark, and build a roadmap to dominant AI visibility.

5

AI ENGINES

15

TEST QUERIES

0-100

SCORING SCALE

4

VISIBILITY TIERS

Engine-by-Engine Scoring Guide

For each engine, run three buying-intent queries your prospects would ask. Score each on a 0-100 scale based on how prominently your brand appears.

● ChatGPT

- "Best [your service] companies in [location]"
- "Compare [your category] providers for [use case]"
- "What should I look for in a [your service] agency?"

● Perplexity

- "Top-rated [your service] firms 2026"
- "[Your service] case studies with measurable results"
- "Independent reviews of [your service] agencies"

● Gemini

- "Best [your service] for [industry vertical]"
- "How to evaluate a [your service] partner"
- "[Your service] trends and best practices 2026"

● Copilot

- "Recommended [your service] agencies for mid-market"
- "[Your category] solutions comparison"
- "What makes a great [your service] agency?"

● Claude

- "Suggest [your service] agencies with proven track records"
- "What are the strengths of different [your service] firms?"
- "Help me shortlist [your service] vendors for [goal]"

Per-Query Scoring Criteria

90-100

Named as primary recommendation or top pick; cited with a link

70-89

Mentioned among top 3-5 options with specific strengths highlighted

40-69

Listed but without distinction; generic mention, no differentiators

10-39

Mentioned only when prompted with your exact brand name

0-9

Not mentioned at all — competitor captures this query space entirely

Scoring Worksheet

Enter your three customized queries for each engine, run them, and record your score (0–100). The weighted total gives your overall AI Visibility Score.

Engine	Query	Score (0–100)	Notes
ChatGPT	Query 1: _____	/100	
	Query 2: _____	/100	
	Query 3: _____	/100	
Perplexity	Query 1: _____	/100	
	Query 2: _____	/100	
	Query 3: _____	/100	
Gemini	Query 1: _____	/100	
	Query 2: _____	/100	
	Query 3: _____	/100	
Copilot	Query 1: _____	/100	
	Query 2: _____	/100	
	Query 3: _____	/100	
Claude	Query 1: _____	/100	
	Query 2: _____	/100	
	Query 3: _____	/100	

Calculate Your AI Visibility Score

Engine Avg = (Query 1 + Query 2 + Query 3) ÷ 3

Overall Score = (ChatGPT Avg + Perplexity Avg + Gemini Avg + Copilot Avg + Claude Avg) ÷ 5

Each engine is weighted equally. If an engine is not relevant to your audience (e.g., your buyers don't use Copilot), drop it from the average and divide by the number of engines used.

Example: If your ChatGPT scores are 75, 60, 80 → Avg = 71.7. If all five engine averages are 72, 45, 68, 30, 55 → Overall Score = **54.0** (Visible tier — room to optimize for primary-source positioning).

How to Run Your Scorecard

Complete all five steps to get a reliable baseline. Repeat monthly to track progress.

1 Pick Your Queries

Choose three buying-intent questions your ideal customers would ask an AI assistant. Use real language — "best SEO agency for healthcare" beats "SEO services."

2 Run Each Query in All Five Engines

Use a fresh session (incognito/private mode) in ChatGPT, Perplexity, Gemini, Copilot, and Claude. Copy the exact same query into each engine.

3 Score Each Response

Rate how prominently your brand appeared using the 0–100 scoring criteria on Page 2. Record scores on the worksheet (Page 3).

4 Calculate Your Overall Score

Average across engines to get your total AI Visibility Score. Compare to the tier thresholds below to understand where you stand.

5 Take Action Based on Your Tier

Use the action cards below to determine your immediate next steps. Re-run monthly to track improvement.

76–100: Dominant

Maintain authority — publish fresh case studies, update statistics quarterly, and monitor for competitor gains. Focus on citation defense.

51–75: Visible

Optimize for primary position — strengthen entity markup, add FAQ schema, build authoritative backlinks, and create comparison content.

26–50: Emerging

Close content gaps — publish definitive guides for each query, build topical clusters, and ensure entity clarity across all AI-cited pages.

0–25: Invisible

Start with foundations — audit technical SEO, build structured data, create authoritative cornerstone content, and establish entity identity.

Want the Full Picture?

This scorecard gives you a directional read. O8's AI Search Visibility Audit delivers keyword-level citation data, competitor benchmarks, and a 30-day action plan.

[Run Your Free AI Audit →](#)