Toolkit for marketing and communications · As of November 2026

Are you named in AI *answers?*

The AI visibility check: with a set of 20 prompts, a measurement sheet and clear key figures, you check whether ChatGPT, Perplexity, Gemini, Copilot and Google name your brand, what they say about you and what you can improve in 30 days.

Prompt set	AI systems	Plan
20	**5**	**30 days**
Sample prompts along your audience's decision path	ChatGPT, Perplexity, Gemini, Copilot and Google with AI Mode	from the first measurement to the second, with measures in between

The check in four steps

01	02	03	04
Prompt set	**Measure**	**Evaluate**	**Improve**
20 questions your audience really asks	In five systems according to fixed rules	Mention, source, tone, facts	Content, technology and mentions

The check answers

- For which questions are we named, for which not?
- Which competitors appear instead of us?
- Is what AI systems say about us correct?
- Which sources do the systems use for their answers?
- Which content are we missing?
- What do we improve first?

What you need

One responsible person, access to the five systems and this measurement sheet. No budget for tools needed.

Effort

Around half a day for the first measurement, then about two hours a month for the repetition.

Result

A situation report with four key figures and a prioritized list of measures that you can present to management.

For whom: marketing, SEO and communications teams who want to know how their brand fares in AI answers without investing in a monitoring tool right away. Measurement sheet and prompt template to print out from page 13.

Contents

Measure first, *then optimize.*

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Quick start: if you only have an hour, take the five prompts in the “selection” category from page 6, check them in two systems and enter the result in the measurement sheet on page 13. That already shows whether you appear in purchasing decisions.

Chapter 01

Why AI visibility *matters.*

More and more questions are answered before anyone visits a website. Whoever is named in the answer shapes the shortlist. Whoever is missing is often not even considered.

With AI summary	Without AI summary
8%	15%
of searches ended with a click on a classic result	of searches ended with a click on a classic result

Pew Research Center, July 2025: browsing data from 900 adults in the US from March 2025.

For companies, this means: visitor numbers alone no longer show how visible you are. A mention in an AI answer has an effect even if nobody clicks, for example via a later brand search or a direct inquiry. That is why it pays to measure visibility in AI answers separately.

How AI systems choose their sources

01 Search in the background

Systems with web search fetch current pages for a question and base their answer on them. What is not found cannot be cited.

02 Decomposed questions

Google AI Mode and other systems break a question down into several sub-questions. Whoever only answers the main question misses the others.

03 Mentions elsewhere

What specialist media, review portals and forums write about you feeds into the picture AI systems paint of you.

What changes for your reporting

FOCUS SO FAR	ALSO MEASURE
Rankings for search terms	Mentions in answers to whole questions
Clicks and visits	Brand searches and direct inquiries after a mention
Backlinks	Mentions in sources that AI systems cite

Important: no provider publishes complete criteria for how sources are selected. Answers also fluctuate from query to query. The check therefore does not deliver an exact ranking, but a robust situation report that you repeat regularly.

Chapter 02

Building the prompt set.

A good prompt set reflects the questions your audience asks on the way to a decision, not the terms under which you want to be found.

Four categories, five prompts each

CATEGORY	WHAT THE AUDIENCE WANTS TO KNOW	YOUR BRAND IN THE PROMPT?
1 · Problem	What causes this, is it normal, what does it cost me?	No
2 · Solution	Which approaches exist, how do others proceed?	No
3 · Selection	Which providers are worth considering, what should I look for?	No
4 · Brand	What should I think of this provider?	Yes

Six rules for useful prompts

01 **Ask like the audience:** whole sentences, everyday language, rather longer than a search term.

02 **Use sources:** sales, customer service, Search Console and conversation notes provide real questions.

03 **Categories 1 to 3 without brand names:** only then do you see whether you are named on your own.

04 **Provide context:** industry, company size and region if they matter for the answer.

05 **Freeze the wording:** the same prompts in every measurement, otherwise results are not comparable.

06 **Start small:** 20 prompts are enough to start. Only expand once the process is established.

From search term to prompt

SEARCH TERM	HOW YOUR AUDIENCE ASKS AN AI
Maintenance software	Which maintenance software is suitable for a food manufacturer with three plants?
Machine downtime costs	What does an hour of downtime in bottling cost us, and how do we reduce it?
Provider comparison	What should we look for when comparing two providers of predictive maintenance?

Placeholders in the sample prompts: `[category]` for your product or service category, `[audience]`, `[industry]`, `[problem]`, `[brand]` and `[competitor]`. Replace them before the first measurement and record the finished prompts in the template on page 14.

Chapter 03 · Sample prompts

Problem *and solution.*

Category 1 · Problem

01	Why does [problem] keep occurring in [industry], and what does it cost a mid-sized company?
02	Is it normal for [problem] to occur in companies with around [number] employees?
03	How do I recognize that we can no longer solve [problem] with our own resources?
04	What are the consequences if we postpone [problem] for another year?
05	Which key figures show how big [problem] really is for us?

Category 2 · Solution

06	What options are there to solve [problem] in [industry] permanently? Please include pros and cons.
07	How do other companies proceed when they tackle [problem] with [category]?
08	What should I know before investing in [category]?
09	Is [category] worthwhile for a company with [number] employees, or is a simpler solution enough?
10	How long does introducing [category] typically take, and which mistakes should be avoided?

Example of a completed prompt

```
What options are there to solve unplanned machine downtime in food production permanently? Please include pros and cons.
```

Why these categories matter: in the early phases, opinions form about which solutions and providers are worth considering at all. Whoever is named as a source here is on the list later.

Chapter 04 · Sample prompts

Selection *and brand.*

Category 3 · Selection

11	Which providers of [category] are suitable for [audience] in Germany?
12	What should I look for when choosing a provider of [category]? Please include examples.
13	Which solutions for [category] are often recommended in [industry], and why?
14	What are good alternatives to [competitor] for [category]?
15	Which provider of [category] is particularly strong in [your most important strength]?

Category 4 · Brand

16	What is [brand], and who is the offering suitable for?
17	How satisfied are customers with [brand]? Which strengths and weaknesses are mentioned?
18	[Brand] or [competitor]: which is better suited for [audience]?
19	Roughly what does [brand] cost, and what does the price depend on?
20	Is [brand] a reliable partner for [industry]? What references are there?

What to look for in category 3

Are you named, in what position and with what reasoning? Which competitors appear again and again?

What to look for in category 4

Are offering, prices and references correct? Outdated or wrong statements are a clear task.

Caution with price questions: AI systems often state prices based on old sources. You do not correct wrong information in the chat, but via current, easily findable information on your website and in profiles on comparison portals.

Chapter 05

Measuring: *systems and rules.*

AI answers are not the same with every query. Fixed rules still make your measurement comparable, from month to month and between systems.

SYSTEM	WHAT TO LOOK FOR
ChatGPT	Check with web search activated so that sources are displayed. Without web search, the model answers from its training knowledge.
Perplexity	Displays sources by default. Well suited to see which pages are cited.
Google AI Mode	Separate mode in Google Search with detailed answers and sources.
Google AI Overviews	Only appear for some searches above the classic results. Also note when no overview appears.
Gemini and Copilot	Important if your audience works with Google Workspace or Microsoft 365.

Seven rules for a clean measurement

01 **Without personalization:** private browser window or logged out, history and memory function off.

02 **New chat per prompt,** so that earlier questions do not influence the answer.

03 **Copy the prompt word for word,** from your template, not from memory.

04 **Ask three times** for important prompts and note how often you are named.

05 **Record date and system,** plus location if it influences the answer.

06 **Save a screenshot or copy,** so that you can prove changes later.

07 **Fixed rhythm:** once a month, always in the same week.

Plan effort realistically: 20 prompts in five systems are 100 queries. With a template and fixed rules, one person can do this in half a day. Whoever measures more often or uses more prompts should consider a monitoring tool.

Chapter 06

Measurement sheet *and key figures.*

For each prompt and system, you record six details. These result in four key figures that you compare monthly.

FIELD IN THE MEASUREMENT SHEET	WHAT YOU ENTER
Mention	Yes or no: is your brand named in the answer?
Position	In which position, if several providers are named
Source	Is a page of your domain linked as a source?
Tone	Positive, neutral or critical
Accuracy	Are details on offering, prices, references correct?
Competitors	Which other providers are named?

The four key figures

01 Mention rate

Prompts with a mention divided by all prompts, times 100. Most meaningful for categories 1 to 3.

02 Share of voice

Your mentions divided by all brand mentions in the answers, times 100. Shows your share compared with competitors.

03 Source rate

Answers with a link to your domain divided by answers with a mention, times 100. Shows whether your own pages are cited.

04 Accuracy

Share of answers about your brand without factual errors. Target: 100 percent in category 4.

Calculation example

For 15 prompts in categories 1 to 3, you are named six times in ChatGPT: mention rate 40 percent. These 15 answers contain a total of 30 brand mentions, six of them yours: share of voice 20 percent. In two of the six answers with a mention, your website is linked: source rate 33 percent.

Fictitious calculation example.

Chapter 07

Evaluating: *from pattern to measure.*

Individual answers say little. Patterns across many prompts and systems are meaningful. These five occur most frequently.

PATTERN	PROBABLE CAUSE	MEASURE
No mention for problem and solution questions	You lack content that answers these questions directly	Answer questions as guides or FAQs, with your own experience and evidence
Mentioned, but your page is missing as a source	Others write about you; your own pages are not citable	Answer first, clear structure, add data and authors to your pages
A competitor dominates the selection questions	It is more present in specialist media, comparisons and portals	Build mentions: specialist articles, studies, profiles on comparison portals
Wrong or outdated information about you	Old sources, contradictory information online	Update and harmonize information on the website and profiles
Big differences between systems	Different search indexes and sources	Check whether your pages can be found in all systems, check the technology

Prioritize: what first?

01 **Correct wrong information:** it does immediate damage and can be fixed fastest.

02 **Tackle selection questions:** category 3 is closest to the purchasing decision.

03 **Close gaps in problem and solution:** this works more slowly but builds lasting visibility.

Example of a situation report

MENTION RATE	CHATGPT	PERPLEXITY	GOOGLE AI MODE	GEMINI	COPILOT
Problem	0%	20%	0%	0%	0%
Solution	20%	40%	20%	20%	0%
Selection	40%	60%	40%	20%	20%

Fictitious example. Reading: you are present in selection questions, but you lack content for problem questions. The first measure would be guides on the five problem questions.

Plan for patience: new or revised content must first be found and processed. Expect several weeks before changes show in the answers, and only assess measures after two to three measurements.

Chapter 08

Checklist for *citable content.*

These points increase the chance that AI systems find, understand and use your content as a source. There is no guarantee, but every point also makes your pages better for people.

Contents

- ☐ The answer is in the first paragraph, not at the end
- ☐ Every subheading is a question that the paragraph answers directly
- ☐ Your own data, examples or experience that exist nowhere else
- ☐ Figures with source and date
- ☐ Tables for comparisons, lists for steps
- ☐ Frequent audience questions with short answers

Sender and technology

- ☐ Recognizable author with subject-matter expertise
- ☐ Publication and update date visible
- ☐ Structured data for organization, article and author
- ☐ Important content readable without login or script hurdles
- ☐ Search crawlers such as OAI-SearchBot and PerplexityBot not blocked in robots.txt
- ☐ Consistent information on company, offering and prices across all pages and profiles

Outside your website

- **Specialist media and industry portals:** guest articles, interviews and studies ensure mentions in sources that AI systems trust.
- **Review and comparison portals:** complete, current profiles and genuine customer voices.
- **Publish your own data:** surveys and evaluations are often cited, by media and AI systems alike.

Good to know: the usual requirements for search engine optimization apply to Google's AI features in Search. According to Google, the Google-Extended setting in robots.txt does not control whether your content appears in Google Search.

Chapter 09

The *30-day plan.*

Four weeks are enough to take a baseline measurement, tackle the most important gaps and establish a fixed rhythm.

Week 1

Prompt set and baseline measurement

- Agree 20 prompts with sales and service
- Define measurement rules, set up the measurement sheet
- First measurement in all five systems

Week 2

Evaluation and priorities

- Calculate key figures, recognize patterns
- Collect wrong information
- Define three measures with owners

Week 3

Content and technology

- Correct wrong information on the website and profiles
- Revise two to three important pages using the checklist
- Check robots.txt and structured data

Week 4

Mentions and rhythm

- Plan two occasions for external mentions
- Fix the monthly measurement date in the calendar
- Present results internally

Result after 30 days

Snapshot	You know for which questions you appear and where you do not.
Key figures	Mention rate, share of voice, source rate and accuracy as baseline values.
List of measures	Prioritized, with owners and dates.
Rhythm	Monthly measurement, report to management once a quarter.

Who is involved

Marketing or SEO

Responsible for prompt set, measurement, evaluation and list of measures.

Sales and service

Supply the audience's real questions and check whether information on offering and prices is correct.

Web and IT

Check robots.txt, structured data and the readability of important pages.

Embed instead of a one-off check: AI visibility is created in the content process. The checklist from chapter 8 therefore belongs in the briefing and approval of every new piece of content, not just in the check.

Chapter 10

Pitfalls *and self-check.*

Six mistakes in the AI visibility check

01 Only asking about your own brand

For brand questions, you are almost always named. The questions without brand names are the meaningful ones.

02 Measure once, then judge

Answers fluctuate. Only repeated measurements show real changes.

03 Constantly changing prompts

New wording makes results incomparable. Better to add than to replace.

04 Only optimizing your own website

What others write about you often shapes AI answers more strongly than your own pages.

05 Clicks as the only goal

A mention without a click can have an effect. Add brand searches and direct inquiries to your reporting.

06 No owner

Without fixed responsibility, the check falls asleep after the second measurement.

Self-check: how well do you know your AI visibility?

	STATEMENT
☐	We have a fixed set of prompts that reflects the questions of our audience.
☐	We know for which selection questions we are named and for which we are not.
☐	We know the competitors that AI systems name instead of us.
☐	We have checked whether AI answers about us are factually correct.
☐	We measure at a fixed rhythm with the same rules.
☐	Citability is part of our briefings and approvals.

Manual is enough if

you check up to 20 prompts once a month and mainly need a first situation report.

A tool pays off if

you cover several markets, languages or product lines and want to see changes weekly.

Evaluation: up to two ticks: start with week 1 of the 30-day plan. Three to four ticks: the foundation is in place; sharpen evaluation and measures. Five to six ticks: you steer your AI visibility; check whether a monitoring tool pays off.

Template A

Tracker

System	Date

NO.	MENTION	POSITION	SOURCE	TONE	CORRECT	COMPETITORS NAMED
01	y / n		y / n	+ / o / -	y / n	
02	y / n		y / n	+ / o / -	y / n	
03	y / n		y / n	+ / o / -	y / n	
04	y / n		y / n	+ / o / -	y / n	
05	y / n		y / n	+ / o / -	y / n	
06	y / n		y / n	+ / o / -	y / n	
07	y / n		y / n	+ / o / -	y / n	
08	y / n		y / n	+ / o / -	y / n	
09	y / n		y / n	+ / o / -	y / n	
10	y / n		y / n	+ / o / -	y / n	
11	y / n		y / n	+ / o / -	y / n	
12	y / n		y / n	+ / o / -	y / n	
13	y / n		y / n	+ / o / -	y / n	
14	y / n		y / n	+ / o / -	y / n	
15	y / n		y / n	+ / o / -	y / n	
16	y / n		y / n	+ / o / -	y / n	
17	y / n		y / n	+ / o / -	y / n	
18	y / n		y / n	+ / o / -	y / n	
19	y / n		y / n	+ / o / -	y / n	
20	y / n		y / n	+ / o / -	y / n	

MENTION RATE	SHARE OF VOICE	SOURCE RATE	ACCURACY
%	%	%	%

Template B

Your prompt set

Record the wording here and use it word for word in every measurement.

NO.	CATEGORY	PROMPT, WRITTEN OUT
01	Problem	
02	Problem	
03	Problem	
04	Problem	
05	Problem	
06	Solution	
07	Solution	
08	Solution	
09	Solution	
10	Solution	
11	Selection	
12	Selection	
13	Selection	
14	Selection	
15	Selection	
16	Brand	
17	Brand	
18	Brand	
19	Brand	
20	Brand	

Next steps

From check *to routine.*

01 **This week:** agree the prompt set with sales and service and replace the placeholders.

02 **Next week:** carry out the baseline measurement in at least two systems.

03 **In 30 days:** second measurement, compare key figures, sharpen measures.

Free analysis

Where does your content process lose *time today?*

In 30 minutes, we look together at where unnecessary coordination, manual tasks, tool switching or recurring content work cost you time today, and how you firmly embed citability in briefing and approval.

Analyze your content process in 30 minutes

dennis-gumprich.de/en/analysis

Read more on dennis-gumprich.de

- Measuring AI visibility: building tools and prompt sets
- SEO for ChatGPT: how content gets cited in ChatGPT, Perplexity and AI Overviews
- GEO: what generative engine optimization is and how marketing teams organize it

Sources

Pew Research Center: Google users are less likely to click on links when an AI summary appears in the results, 22 July 2025, browsing data from 900 adults in the US from March 2025. Google Search Central: documentation on AI features in Google Search and on Google-Extended, retrieved in November 2026.

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Dennis Gumprich · Senior Consultant Content Solutions at contentbird GmbH. He supports marketing and communications teams with the question of how AI fits into existing content processes without undermining quality, brand voice and approvals.

Transparency note: Dennis works for contentbird, a provider of AI-supported content software. This check is vendor-neutral. It was created using AI, reviewed for accuracy and is the responsibility of Dennis Gumprich. As of: November 2026.