EVERYTHING ONLINE AT
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Check what AI says about your business.

5 checks, about 5 minutes, on your phone. Tick what you pass and score yourself out of 5 stars.

Do checks 1 to 4 in a temporary or incognito chat in ChatGPT, Gemini or Claude. If you're signed in, the AI already knows who you are and will flatter you. A temporary chat gives you the honest answer.

1 Are you there at all?

I need a **[your trade]** in **[your suburb]**. Who should I call? Answer as a customer, not as the business owner.

Looking for: your own business name, anywhere in the answer.

☐ **My name came up**
Fail if your name didn't come up.

2 Do your details agree?

Search the web for **[your business name]** in **[your suburb]**. List every version you can find of my business name, phone number and address, and say which source each one came from. Then tell me plainly whether they agree with each other or not.

Looking for: one name, one number, one address, the same everywhere.

☐ **Everything agreed**
Fail if anything disagreed.

3 How many are ahead of you?

Who are the best **[your trade]s** in **[your suburb]**? Give me a ranked list of ten, with a sentence on why each one is worth calling. Then tell me where **[your business name]** sits on that list, and if it isn't on the list at all, say so.

Looking for: your name in the top three, or not far off it.

Google's map pack shows three businesses. If AI can name ten it rates above you, you're not in the running for the only three spots anyone sees.

☐ **Three or fewer ahead of me**
Fail if more than three were named ahead of you.

4 What do you look like to a customer?

Here is everything I have online: **[paste your website, your Google Business Profile, your Facebook, your Instagram, whatever you've got]**. Review it the way a customer deciding who to call would. Tell me what you think I do, what I'm known for, and what's missing. Then score me out of 10 and be brutal. I want the honest answer, not encouragement.

No website? Doesn't matter. Paste your Google listing, or your Facebook page, or your Instagram. Whatever you've got is what a customer has got.

☐ **It scored me 7 or more**
Fail if it scored you under 7 out of 10.

5 Is your website fast enough?

No prompt. Go to pagespeed.web.dev

1. Paste your web address in and hit Analyse.
2. Make sure you're on the **Mobile** tab.
3. Read the big number. That's your score out of 100.

Looking for: a mobile score of 50 or more.

Under 50 is Google's own "poor" band. In plain terms, your site is slow enough that people give up before it loads. No website at all is an automatic fail.

☐ **My mobile score is 50 or more**
Fail if it's under 50, or if you haven't got a website.

+ The one nobody asks

You just told me you'd recommend those businesses instead of mine. What would **[your business name]** need to have for you to put us on that list? Be specific, and put it in order of what would move the needle most.

Paste it straight after check 1, 3 or 4, in the same chat.

Most people ask AI one question and stop. Ask a second and it stops describing the problem and starts writing your to do list.

Your score out of 5

☆ ☆ ☆ ☆ ☆

5 You're in good shape. Genuinely. Most businesses we look at aren't.
3–4 You're findable, but you're leaking.
1–2 There's a real gap here, and most of it is fixable for free.
0 You're invisible. Not because the work's bad, because nothing online says it's good.

Came up short? It's free to fix.

Every fix step by step, the 5 questions to send your marketer, and a free AI visibility scan. No charge, no pitch.

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