

BRAND VISIBILITY CHECKLIST

The 12-Point Brand Citation Checklist

Use this checklist to audit and optimize every layer of your brand's digital presence for citation by AI models — ChatGPT, Perplexity, Gemini, Google AI Overviews, and Microsoft Copilot. Work through each point once per quarter or after any major brand/site update.

THE 12 CHECKPOINTS**1****Wikidata Entity Exists**

Confirm a Wikidata QID exists for your brand with label, description, and official website populated.

2**Brand Name Consistency**

Verify your brand name is character-for-character identical across your site, GBP, LinkedIn, and Wikidata.

3**Knowledge Panel Claimed**

Confirm your Google Knowledge Panel appears in branded search, is claimed, and has an accurate description.

4**Category Declared on Homepage**

State your brand category as a noun phrase in the first 100 words of your homepage and About page.

5**Direct-Answer Openings**

Every target page must answer its primary question in the first sentence of main content — no intro filler.

6**FAQ Schema on Q&A Content**

Validate FAQPage schema on every Q&A page using Google's Rich Results Test. All Q&A pairs must be captured.

7**Article Schema With Author**

Confirm Article schema with named author linking to an on-site author page on all editorial content.

8**Visible Freshness Dates**

Published and modified dates must reflect real edits within the past 12 months and be visible in the page body.

9**AI Crawler Access in robots.txt**

Verify GPTBot, PerplexityBot, ClaudeBot, and anthropic-ai are not Disallowed in robots.txt. This is binary.

10**Clean Redirects**

All core pages return 200 on first request. No redirect chains longer than one hop.

11**Page Speed Under 3s Mobile**

Mobile Performance score ≥ 70 and TTFB under 600ms on homepage and top content pages (Google PSI).

12**Organization Schema Complete**

Homepage Organization schema with sameAs linking to LinkedIn, X/Twitter, and Wikidata. Validate via Rich Results Test.

**How to Use This Checklist**

- 1 Run this checklist once per quarter or after any significant brand, content, or site change.
- 2 Work through each of the 12 points in order — they are sequenced from foundational to advanced.
- 3 Mark each item as Complete, In Progress, or Not Started. Prioritize anything Not Started first.
- 4 For each gap you find, log it in the Citation Tracking Template (the companion spreadsheet).
- 5 Re-audit the same set of AI queries in the Tracking Log 30 days after fixing each gap to measure lift.



Companion resource: Download the **Citation Tracking Template** (XLSX) to log every AI query observation by model, date, and brand mention status. Both downloads are free at aeohunt.com.