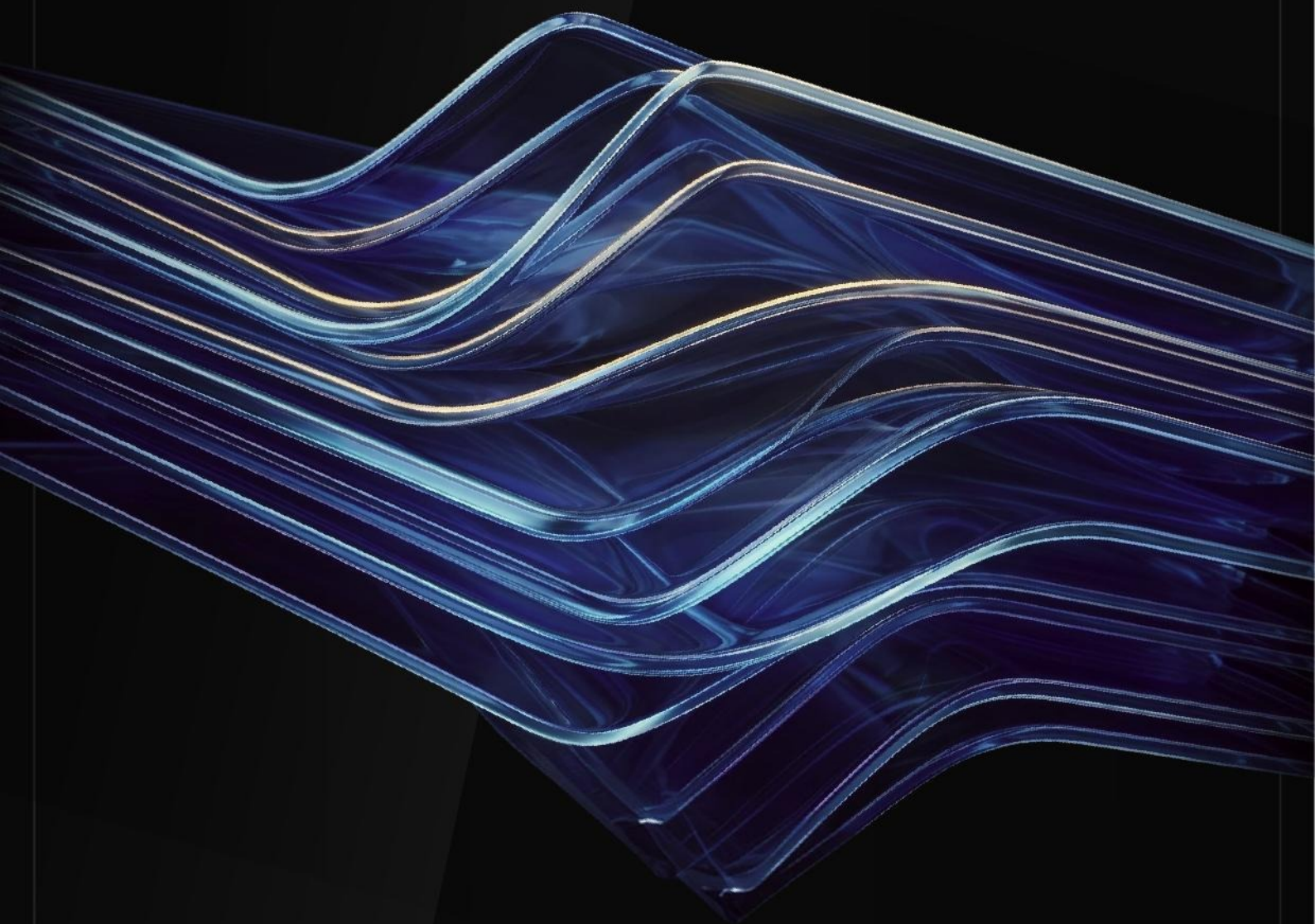


The checklist for being found and cited in AI search

Checklist · October 2026 · Marrallisa Kreijkes



HOW TO USE THIS CHECKLIST

Access first, then facts, then answers.

AI search is built on search. Google bases AI Overviews and AI Mode on its core ranking systems, Copilot runs on the Bing index, and ChatGPT search and Perplexity send their own crawlers. A page these systems cannot fetch or read will never be cited, so start with access.

Tick what is in place and work down. Nobody can guarantee a mention in an AI answer. What you control is whether you are eligible, whether the facts about you are right, and whether your pages are worth quoting.

By **Marrallisa Kreijkes**, Founder of Viralistic and official n8n Ambassador

01 CRAWLER ACCESS

Can each AI system fetch your pages?

- ☐ **Your important pages are indexed in Google and can show with a snippet**
Google's only technical requirement for AI Overviews and AI Mode. No nosnippet on pages you want cited.
- ☐ **The Search generative AI control in Search Console is set to include your site**
Settings, Search generative AI. Include is the default; check that nobody switched it to exclude.
- ☐ **robots.txt allows Googlebot and Bingbot**
Googlebot is the control for AI features in Google Search. Copilot draws on the Bing index.
- ☐ **robots.txt allows OAI-SearchBot**
It powers ChatGPT search. Blocked sites only appear as navigational links. Changes take about 24 hours.
- ☐ **You decided on GPTBot as a separate question**
GPTBot collects training data. Blocking it does not remove you from ChatGPT search.
- ☐ **robots.txt allows PerplexityBot**
Perplexity uses it for its search results, not for training models.
- ☐ **Your CDN, firewall and bot protection let these crawlers through**
Google names CDN and hosting explicitly. OpenAI and Perplexity publish IP ranges for your firewall rules.
- ☐ **Your site is in Bing Webmaster Tools with a sitemap, and IndexNow reports changes**
Microsoft says IndexNow helps AI answers use the current version of a page.
- ☐ **Google-Extended is a deliberate choice**
It covers training for Gemini models and grounding in Gemini apps, not inclusion in Google Search.

02 RENDERING WITHOUT JAVASCRIPT

Can a crawler read your text without running scripts?

- ☐ **Main text, headings, prices and contact details are in the HTML source**
Use View source (not the inspector) or turn JavaScript off. Many AI crawlers do not run JavaScript.
- ☐ Menus and internal links are ordinary links that work without JavaScript
- ☐ **Key answers are not hidden behind tabs, accordions or 'load more' buttons**
Microsoft warns that AI systems may not render hidden content.
- ☐ Important facts are in text, not only in images, video or PDFs
- ☐ **Googlebot sees the full page in the URL Inspection tool**
Search Console, URL Inspection, View crawled page.
- ☐ No login, cookie wall or country block hides the content from crawlers

03 ENTITY AND FACTS

Does every source tell the same story about you?

- ☐ **Name, address, phone and description are identical on your site and every profile**
Google Business Profile, Bing Places, LinkedIn and industry directories.
- ☐ **Your Google Business Profile is complete and current**
Google names Business Profile and Merchant Center as sources for AI responses.
- ☐ **Your business is claimed in Bing Places for Business**
Microsoft names it as a source for local answers in its AI experiences.
- ☐ Your About page says who you are, where you work, what you do and for whom
- ☐ Founders and authors have their own profile page that links to their LinkedIn
- ☐ Old pages with outdated prices, services or addresses are updated, redirected or removed
- ☐ **Where you qualify, a Wikidata item exists and matches your site**
Wikidata requires serious, public sources about you. Not relevant for most small businesses.
- ☐ **Mentions in trade media, partner pages and interviews describe you correctly**
Earned, never bought. Google's AI features rely on the same spam systems as Search.

04 CONTENT THAT ANSWERS QUESTIONS

Can an AI system quote you, and would it want to?

- ☐ Each key page opens with the answer in one or two sentences
- ☐ Headings use the questions your clients actually ask
- ☐ Paragraphs still make sense when they are quoted on their own
- ☐ **Claims are backed by sources, data or named experts, with links**
In the GEO study (KDD 2024), sources, quotes and statistics raised visibility most. Extra keywords barely helped.
- ☐ **Each page offers something only you can say: experience, own figures, a clear view**
Google calls this non-commodity content.
- ☐ Concrete facts are stated: for whom, what it costs or depends on, how long it takes
- ☐ **Tables and FAQ sections cover the follow-up questions**
AI Mode splits one question into many related searches (query fan-out).
- ☐ **You do not publish a separate page for every variation of a question**
Done to manipulate AI answers, Google treats this as scaled content abuse.

05 STRUCTURED DATA

Does your markup say the same as the page?

- ☐ **Organization or LocalBusiness markup matches the visible text on the page**
Google asks for this explicitly in its guidance on AI features.
- ☐ sameAs points to your official profiles, such as LinkedIn and, if you have one, Wikidata
- ☐ Articles name the real author and the last update, in the markup and on the page
- ☐ Markup passes the Rich Results Test and the Schema Markup Validator without errors
- ☐ **You treat markup as support, not as a shortcut**
Google: not required for AI features, no special schema for AI. It lists llms.txt among things to ignore.

06 MEASURE

Do you know what AI search brings you?

☐ **You check the generative AI performance report in Search Console every month**
Impressions in AI Overviews and AI Mode per page, country and device. No report yet means too few impressions.

☐ **You check AI Performance in Bing Webmaster Tools**
Citations in Copilot and Bing's AI summaries, cited pages and a sample of grounding queries.

☐ **Analytics shows visits from chatgpt.com, perplexity.ai and copilot.microsoft.com separately**
ChatGPT adds utm_source=chatgpt.com to its links. In GA4, group them in a custom channel group.

☐ **You judge AI traffic on enquiries and engagement, not on visits alone**
Google reports that clicks from results with AI Overviews are of higher quality.

☐ **Each month you ask ChatGPT, Perplexity, AI Mode and Copilot the same 10 to 20 questions**
Ask in your clients' words. Log whether you are named, which page is cited and whether the facts are right.

☐ **You repeat this checklist every quarter and after every redesign, migration or CDN change**

Any questions? Get in touch.



Scan to connect with Marrallisa on LinkedIn

Plan a strategic call: calendly.com/marrallisa/30min

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