

AI Source Visibility Audit

Companion worksheet to "How ChatGPT, Google AI Overviews, and Perplexity Choose Local Sources"

All three systems read for the same underlying signal: are you a real source that genuinely knows this market. Use this worksheet to test where you appear today and close the gaps that keep you out.

1. Run the test queries

Ask each system the same specific local question (for example, recent median price or days on market in your area). Note whether your site is cited, and who is cited instead.

ChatGPT Cited you? Y / N Cited instead: _____

Google AI Overviews Cited you? Y / N Cited instead: _____

Perplexity Cited you? Y / N Cited instead: _____

2. The four-signal self-check

Check every signal your site clearly demonstrates today. These are what all three systems reward.

- Sustained focus on one local area**
Months or years of content on a specific market, not scattered posts.
- A named, verifiable author**
A real person with a bio and history, not anonymous brand content.
- Answers with data and interpretation**
Pages that explain a specific question, not sales pitches.
- Topical depth across categories**
Market reports, neighborhood guides, and buyer or seller education.

Signals checked: _____ / 4. Each unchecked signal is a gap in why these systems skip you.

3. Citation gap audit

Look at who got cited instead of you in Section 1.

What did the cited source have that your site does not?

The one content gap most worth closing first:

4. Your commitments

Turn the audit into three concrete moves.

This week.

Run the test queries above. Which system rewarded which kind of source?

This month.

Pick the weakest of the four signals and add it to your editorial plan. The signal I will close:

Ongoing.

Re-run the same queries quarterly to track your authority. The date I will check next: