Self-test, 14 checks

Is my business named by ChatGPT?

What cannot be read is not named. You can do these 14 checks on your own, with no expert knowledge and no tools. Tick the box when the answer is yes.

A. Can the AI read your website?

1 **Are AI crawlers allowed to read your website?** ☐
Open yourdomain.ch/robots.txt. If GPTBot, ClaudeBot, PerplexityBot or Google-Extended is followed by the line “Disallow: /”, that bot is locked out. Some SEO plugins and hosting providers do this without asking.

2 **Is any blocking a deliberate decision?** ☐
If you block a crawler, it should be a decision and not an oversight. For most businesses the rule is: allow them, because whoever blocks disappears from AI answers.

3 **Is there an llms.txt?** ☐
Open your-domain.ch/llms.txt. The file explains to AI systems in brief who you are, what you offer and which pages matter. It is voluntary and does not replace good content.

4 **Is the content in the HTML?** ☐
The text of your page should not appear only after scripts have loaded, otherwise the AI sees nothing. Ask whoever looks after your website, or use the free check.

B. Does the AI find something to quote?

5 **Does one section fully answer a core question?** ☐
On your most important pages, look for a section that answers a customer question in a few sentences (as a guide, 40 to 60 words), so nobody has to read the rest of the page.

6 **Have you answered the ten most common customer questions?** ☐
Write down the ten questions customers ask you on the phone. Check whether your website answers each one in two sentences.

7 **Is there a section with frequently asked questions?** ☐
Look for a section with questions and answers on your website. Whether it is marked up with correct schema markup is a question for whoever looks after your website.

8 **Does one sentence on your homepage say who you are?** ☐
The sentence names who you are, what you do and where, for example “Consulting for businesses in Zug”. What an AI cannot read, it cannot recommend.

C. Do other sources describe you too?

9 **Do name, address and services match everywhere?** ☐
Compare the details on your website, in your Google listing, on LinkedIn and in directories. AI systems place businesses more confidently when the details match.

10 **Is your Google business profile complete?** ☐
Open your Google listing. It should contain opening hours, phone number, services and at least one current photo. Both Google and ChatGPT read it.

11 **Do you have profiles and listings outside your website?** ☐
Check that your LinkedIn profile is maintained and that you appear in the directories relevant to your industry. Anyone who exists only on their own website is rarely named.

12 **Do other sites describe you the way you do?** ☐
Where possible, expert articles or mentions on industry sites help. AI gains trust when several independent sources describe your business consistently.

D. Ask for yourself

13 **Have you asked ChatGPT a real customer question?** ☐
Ask for example: “Which provider in your city do you recommend?” or “Who offers … in Zurich?”. Note whether your business is named and whether the details are right. Wrong or missing details are the most useful finding.

14 **Have you asked the same questions elsewhere?** ☐
Ask 10 to 20 customer questions in ChatGPT, Perplexity and Google search with AI Overviews, optionally also in Gemini. Ask each question several times, because AI answers differ from one run to the next.

How to record the result

A simple table is enough. Repeat the test once a month, because only the repetition shows whether you are becoming more visible.

Question	Service	Sources named	Us included?

Scoring

Boxes ticked: _____ of 14

Every open point is a place to start, not a verdict. Nobody can guarantee a mention in AI answers, and neither can we: that is up to the system in question, and the result is a snapshot.

A calm next step

The free check reviews your website on 18 points, with the report within two working days. It is free and commits you to nothing. If your website already meets every point, we will tell you so. Prefer to talk? The initial conversation is no-obligation.

Request the check: mindfulconsulting.ch/ki-sichtbarkeit.php?lang=en
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