AI Visibility Evidence

Observe a fixed set of buyer questions. Keep the original answer and cited sources so the result can be checked later.

1. Define exact questions, versions, products, known context and planned repeats before collecting answers.
2. Log every planned check, including failures and checks not run. Use one row per planned observation.
3. Report counts and denominators. Compare like-for-like samples and keep visits, inquiries and sales in a separate report.

What to verify

Mention	The answer names the business.
Owned citation	The answer links to the business website as a source.
Evidence	Save the exact answer and inspect the cited URLs.
Failure	A failed collection is not an observed omission.
Context	Record known product, mode, language and market.
Comparison	Flag changes to prompts, products, context or method.

Completed example - fictional

Fictional sample	8 planned checks; 6 completed answers; 1 failed; 1 not run.
Coverage	6 / 8 = 75%.
Observed rates	2 mentions / 6 = 33.3%; 1 owned citation / 6 = 16.7%.
Interpretation	These describe the sample. They are not market share or a prediction.

Reference checked November 3, 2026: Google Search: AI features and your website.

Your worksheet

AI Visibility Evidence | Record facts, evidence and the next action.

Business / observation period	
Question set / version	
Product / mode / known context	
Planned / completed / failed / not run	
Answers mentioning the business - Count completed answers, not individual mentions.	
Answers citing the owned website - Count each answer once.	
Evidence references / cited URLs	
Material factual issue	
Sample changes / limits	
Page or fact to investigate	
Next action / person / review date	
Separate referral or inquiry evidence - Do not infer a visit from a sampled answer.	

Keep sensitive customer details in your own secure systems. Use safe record references here.

Use the online guide and companion download