

Your AI visibility baseline

Use one worksheet for one question in one AI application. Repeat the exact question in a fresh conversation each time.

Exact question asked

Date(s)

Application used (e.g., ChatGPT, Perplexity, Google AI Overview)

Search or browsing setting: On / Off / Automatic / Unknown

If visible, did search actually run? Otherwise record unknown.

Total attempts / Completed answers / Unavailable or failed attempts

What prevented an answer, if anything?

Keep unsuccessful attempts in the record. An unavailable answer is not evidence of absence.

Mention: ____ The business was named.

Citation: ____ The business's website was linked as a supporting source.

Recommendation: ____ The answer explicitly suggested the business for the stated need.

Not observed: ____ None of the three appeared in a completed answer.

Counts can overlap. Optional note / saved-answer reference: _____

In ____ completed answers to this question on ____, we observed _____. This shows ____ under these test conditions; it does not prove ____.

These observations describe the question, application, and dates tested-not what every customer will see.

[Download the Full GEO Baseline Recording Template](#)