

Brand Name:			
Core Products:			
Date:			
Check	Impact [1]	Status	Tool / Resource / Example
First-Party			
Preliminary Checks			
Is your website setup on Google Webmaster Tools?	1		Google Search Console
Is your website setup on Bing Webmaster Tools?	1		Bing Webmaster Tools
Have you benchmarked your brand's visibility across all major AI search platforms?	1		Rankability AI Analyzer
Are you tracking your brand's visibility across all major AI search platforms?	1		Rankability AI Analyzer
Are you tracking organic traffic from LLMs via GA4?	1		Google Analytics 4
Are you storing weekly "static-mode" snapshots of LLM answers?	1		Rankability AI Analyzer
Are LLMs sharing accurate information about your brand?	1		Free GEO Brand Audit
Do you maintain a changelog of brand facts (founding year, HQ, CEO) and push updates to Wikidata?	1		Manual
Are you tracking cross platform brand mentions?	1		Google Alerts
Crawling & Indexing			
Is your website crawlable?	8		Detailed
Is your website indexable?	8		Detailed
Can you confirm that LLMs are crawling your website?	8		Cloudflare* // Check Logs
Do you have a sitemap?	2		Detailed
Do you include <lastmod> tags in your XML sitemap?	3		Detailed
Have you generated dedicated Image & Video sitemaps?	2		Manual
Is your sitemap submitted on Google Webmaster Tools?	1		Google Search Console
Is your sitemap submitted on Bing Webmaster Tools?	1		Bing Webmaster Tools
Do you have a robots.txt file?	2		Detailed
Does your robots.txt file allow agents, LLMs, and search crawlers to crawl your website?	8		Detailed
Are your pages primarily HTML?	8		Manual
Do you have an llms.txt file?	1		https://www.rankability.com/tools/llms-g
Is your llms.txt file properly formatted?	1		https://www.rankability.com/tools/llms-b
Is your llms.txt file accurate?	1		https://www.rankability.com/guides/llms
Technical			
Is your site fully on HTTPS with HSTS enabled?	5		https://www.ssllabs.com/ssltest/
Do you have Organization schema with sameAs links to all social profiles?	5		https://validator.schema.org/
Are your critical commercial pages using schema markup?	5		https://validator.schema.org/
Does every page on your website load faster than 2 seconds?	8		https://gtmetrix.com/
Are Core Web Vitals (LCP, INP, CLS) passing on mobile AND desktop?	6		Lighthouse

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Is your website mobile friendly and responsive across all devices?	8		https://www.browserstack.com/respons
Is {"author": ...} schema present on all blog posts and linked to verified author profiles?	2		https://validator.schema.org/
Do you have dedicated pages for authors with "ProfilePage" schema?	2		https://validator.schema.org/
Content			
Does your website cover your core topic(s) as well as your top competitors?	8		Rankability Content Optimizer
Have your most important pages been updated in the last 6 months?	8		Manual
Are publication or last-reviewed dates visible?	2		Manual
Are most of your website pages high-quality and relevant to your core subject matter expertise and offers?	8		Manual
Are most of your website pages unique?	8		Siteliner
Do key pages feature FAQ schema using customer-language questions?	5		Manual
Do you publish company/product news?	4		Manual
Are you publishing first-party data-driven content?	8		Manual
Are you publishing experience-driven content?	8		Manual
Have you ping IndexNow / Bing API on every content update?	2		https://www.bing.com/indexnow
Owned Assets			
Are you leveraging your other owned assets to drive awareness?	8		Manual
Rented Assets			
Do you have a Google Business Profile?	10		Manual
Is your GBP comprehensive and accurate?	5		Manual
Have you secured your branded profiles on social media?	1		https://namechk.com/
Have you secured your branded profiles on UGC platforms?	1		https://namechk.com/
Is your brand identity, name, and bio consistent across all branded assets?	5		Manual
Are your business listings comprehensive and accurate (NAP)?	5		https://moz.com/products/local/check-li
Have you secured your brand on relevant niche directories?	4		https://whitespark.ca/local-citation-finde
Have you secured your brand on relevant localized directories?	4		https://whitespark.ca/local-citation-finde
Have you secured your brand on authoritative directories?	4		https://whitespark.ca/local-citation-finde
Third-Party			
Reviews			
Do you have third party reviews?	10		Manual
Do you have third party reviews on more than one platform?	10		Manual
Are you tracking review velocity?	1		Manual

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Do you have as many third party reviews as your top three competitors?	10		Manual
Do you have a review score that's equivalent or better than your top three competitors?	10		Manual
Listicles			
Have you built a list of "best" lists where your competitors are mentioned?	1		
Have you scored your listicle opportunities for better prioritization?	1		
Is your listicle visibility score above 70%?	10		
Are you recording your current position or appearance order?	10		
Do you have a dedicated listicle outreach process?	10		
Have you reinforced your brand mentions with schema?	4		
Do you have a listicle promotion process?	8		
Are you tracking new listicles?	1		
Are you pitching new listicles?	10		
Other People's Audience (OPAs)			
Are you actively recruiting affiliates to promote your products?	10		
Are you building relationships with non-competing vendors for crosspromotion?	10		
Are you actively pitching YouTube influencers to promote your products?	10		
Are you actively pitching LinkedIn influencers to promote your products?	6		
Are you actively pitching X influencers to promote your products?	6		
Backlinks			
Do you have an SME who can respond to PR requests?	8		Featured / Qwoted
Do you have an SME who can get interviewed on podcasts?	8		
Do you have an SME who can write guest posts?	8		
Authoritative Citations			
Have you identified your dream 100 websites?	1		
Have you identified angles for landing mentions on the dream 100 websites?	1		
Do you have a cadence for pitching the dream 100 websites?	10		
Do you have a strategy for landing .edu / .gov citations?	10		
Is your business cited on Wikidata?	8		https://www.wikidata.org/wiki/Wikidata:List_of_wikis
Does your brand have a Wikipedia page?	10		
Reddit, Quora, or UGC			
Have you discovered all existing mentions?	1		
Have your prioritized subreddits based on authority?	1		

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Have you claimed your official brand account?	1		
Have you identified all cases of misinformation?	1		
Have you acted to resolve all cases of misinformation?	8		
Have you planted seeds in relevant threads?	10		
Have you encouraged happy customers to share their experience on threads?	10		
Are you actively monitoring sentiment and brand mentions?	1		
Do you have a cadence for daily or weekly participation?	10		
Local			
Have you joined the chamber of commerce, regional industry associations, or economic-development boards?	6		
Have you pitched a stories or guest columns to city newspapers, local TV websites, or business journals?	6		
Have you tried to collaborate with a nearby university or college: guest lecture, data brief, or joint research?	6		
Have you tried sponsoring or speaking at local industry events / meetups?	6		
Have you supported local charities or non-profits and requested a partner mention on their site?	6		
Have you tried to target "Best of [City]" listicles & awards?	7		

[1] Based on how much the checkpoint will influence brand visibility in AI generated responses.