

AI Visibility Review

Plain-English AI Visibility Summary

Prepared for: samplecompany.com · July 2026 · Sonnenberg Design

NOT VISIBLE

We asked ChatGPT, Claude, and Perplexity about Sample Company. **None of them knew the business existed.** When we asked each one to recommend kitchen remodelers in your area, your competitors were named. Sample Company never appeared.

Why this is happening

- **Your robots.txt file blocks 3 of the 5 major AI crawlers.** GPTBot, PerplexityBot, and CCBot are all told to stay out, so the AI assistants behind ChatGPT and Perplexity literally cannot read your site. You can't be recommended by a system that has never seen you.
- **The site has no structured data (Schema.org).** Structured data is the machine-readable label that tells AI systems and search engines "this is a kitchen remodeling business, it serves these cities, here are its hours and reviews." Without it, they have to guess what Sample Company is and where it operates, and they usually guess by skipping you.
- **There is no question-and-answer content anywhere on the site.** AI assistants build answers by quoting pages that directly answer questions ("How much does a kitchen remodel cost in Orange County?"). Your site never asks or answers a question, so there is nothing for an AI answer to quote.
- **Your homepage is mostly images.** It contains about 90 words of readable text. The photos look great to a human visitor, but AI systems read text, and 90 words isn't enough to establish what you do, where you do it, or why you're good at it.
- **No sitemap is listed.** A sitemap is the index that tells crawlers what pages exist. Without one, new pages and updates take longer to be discovered, which slows down everything else on this list.

Prioritized fix list

PRIORITY	FIX	WHERE	EFFORT
1 · now	Unblock the AI crawlers in robots.txt (GPTBot, PerplexityBot, CCBot) so AI assistants can read the site at all	/robots.txt	~15 min

PRIORITY	FIX	WHERE	EFFORT
2 · now	Add LocalBusiness structured data (business name, service area, hours, reviews) so AI systems stop guessing what you are	Sitewide	1-2 hrs
3 · now	Add an FAQ page answering the questions customers actually ask (cost, timeline, permits, financing)	/faq (new page)	2-3 hrs
4 · this month	Rewrite the homepage intro as readable text: what you do, where you do it, and for whom	/	1-2 hrs
5 · this month	Add a sitemap and register it with search engines so new pages get discovered quickly	Sitewide	~30 min
6 · next cycle	Add service-area pages so AI answers can match you to the specific cities you serve	/services	3-4 hrs

What happens after the fixes

AI systems re-read websites continuously, so you don't have to wait for a formal review cycle. Once these changes are live, they typically start showing up in AI answers over the following weeks. We re-check your visibility after 30 days, running the same questions against the same AI tools, and send you a before/after comparison.

The takeaway: Sample Company is invisible to AI assistants today for fixable, mechanical reasons, not because the business isn't good enough to recommend. Roughly one day of focused work opens the door; the FAQ and service-area content then gives AI answers something worth quoting.

Sonnenberg Design · sonnenbergdesign.com · aaron@sonnenbergdesign.com

This is a sample document with illustrative findings. The AI Visibility Review is an automated visibility check combined with human review. It is not a guarantee of placement in AI answers or search results; AI systems change frequently and results vary by tool and by the question asked.