

Pre-Audit Checklist

Prepare in 10 minutes. Walk out with a plan.

Bring the items below to your call so we can spend every minute auditing how your business shows up in ChatGPT, Google AI Overviews, Perplexity, and Claude — not gathering basics.

01 Your business essentials

☐ **Business name (exactly as it appears online)**

Including any DBA / trading names.

☐ **Website URL**

The primary domain you want AI to surface.

☐ **One-sentence description of what you do**

Who you serve, what you sell, where you operate.

02 Competitors & category

☐ **Top two competitors (names + URLs)**

Local rivals or the brands clients compare you to.

☐ **How a customer would describe your category**

e.g. "Atlanta wedding florist" — not your internal jargon.

03 What you've already tried

☐ **Have you Googled yourself in the past 30 days?**

Note anything wrong, missing, or outdated.

☐ **Have you asked ChatGPT or Perplexity about your business?**

Screenshot the answer if you can — we'll review it live.

04 Your one goal for the call

☐ **Finish this sentence:**

"After this audit, I want to know exactly how to _____."

QUESTIONS BEFORE THE CALL?

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BOOK / RESCHEDULE

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