

How to Do an AI Generative Search Audit for Your Business





Okay, so you're probably thinking:

"Cool, but how do I even know if I show up?"

That's where an **AI search audit** comes in. Don't worry—it sounds fancier than it is. I'm going to give you a step-by-step you can literally follow this afternoon with a coffee in hand.

Step 1:

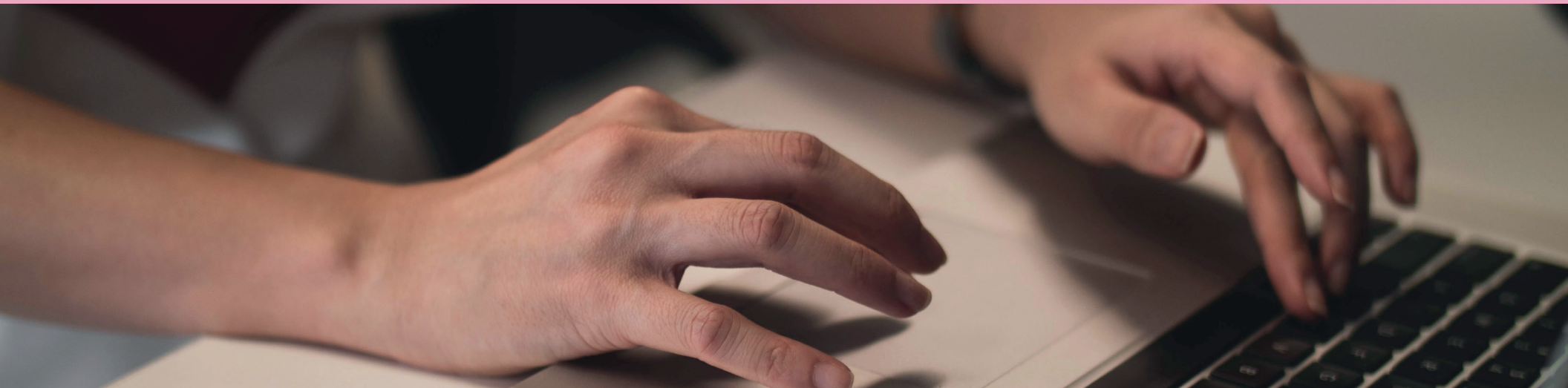
Brainstorm real customer searches

Don't type in your business name. That's cheating.

You already know you exist. Instead, think like your customer:

- “Best [service] in [city]”
- “Affordable [service] near me”
- “Top rated [service] [city]”
- “Luxury [service] [city]”
- “Who is the best [service] in [city]?”
- “How much does [service] cost in [city]?”

Make a list of at least 10–15. Mix them up: some budget-focused, some prestige-focused, some casual phrasing. **(People don't all search the same way!)**



Step 2:

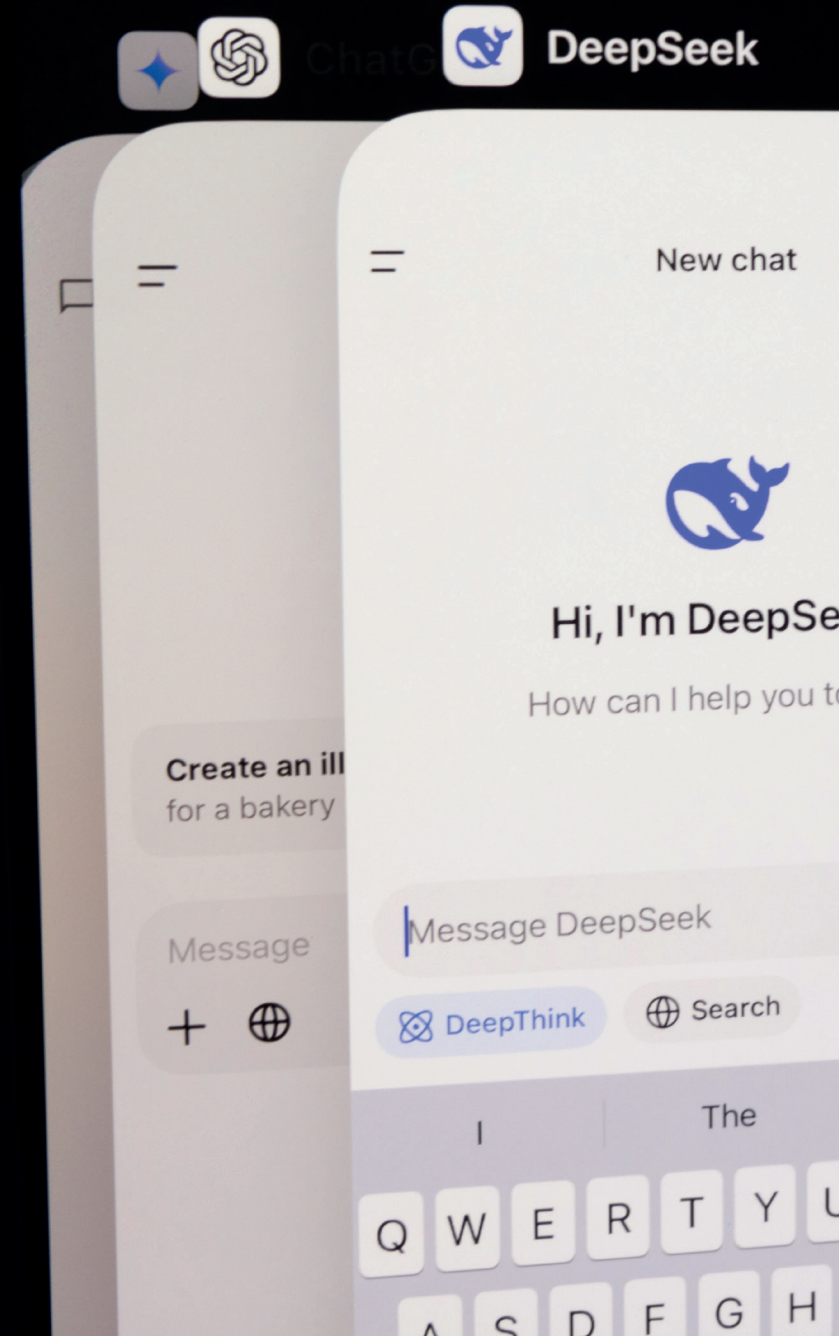
Test across different platforms

AI generative search isn't just Google.

Run those prompts on:

- **Google SGE**
(Search Generative Experience)
- **Bing Copilot**
- **Perplexity.ai**
- **ChatGPT with browsing**
(if you have access)

Take screenshots of every single result.





Step 3: Track your visibility

Make yourself a quick spreadsheet.
Columns should be:

- **Search prompt**
- **Platform tested**
- **Are we mentioned?**
(yes/no)
- **Who is mentioned?**
- **What sources are cited**
(reviews, directories, blogs, etc.)

This becomes your AI visibility dashboard.

Step 4:

Analyze the competition

If competitors show up, don't sulk—study them.

Where are they winning?

- **Do they have 300 glowing Google reviews?**
- **Are they all over Yelp or Houzz?**
- **Did they write a blog answering that exact question?**
- **Are they listed in every directory under the sun?**

This is not random. AI favors consistency and credibility.





Step 5:

Pay attention to content types

Notice what formats are being cited. **It might not just be websites.**

- **Blogs and FAQ pages**
- **Yelp/Angi reviews**
- **Local media articles**
- **Google Maps listings**
- **YouTube explainers**
- **Directory profiles**

If your entire digital footprint is just "a website and a Facebook page,"
you're going to get outplayed.



Step 6:

Give yourself a grade

Use this simple system:

- **A: You're in the answer box.**
- **B: You're not there, but your direct competitors are.**
- **C: Only directories show up, no individual businesses.**
- **D: You're invisible.**

This tells you where to focus.



Step 7: Repeat quarterly

AI changes constantly. Think of this like your dental checkup—you can't just do it once and call it good.

Pro tip:

Save your screenshots each quarter. That way you can track whether your changes are working.



New a Hand Auditing Your Business?

ACM Digital Marketing provides full-scale AI Search audits.

Email Amanda today if you're interested.

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