

# AI Visibility Audit

## Instructions

Twelve checks that determine whether your venue is eligible for AI citation and recommendation. Run these yourself or hand them to your developer. Every failed check is a venue that AI systems cannot see.

## Checklist

- ☐ Right-click your website and select 'View Page Source'. Can you see your actual menu text, opening hours, and address in the raw HTML? If the code shows a blank page with a single script tag, the site is invisible to AI crawlers.
- ☐ Is your website server-side rendered (SSR) or statically generated? If it uses client-side React without SSR, AI crawlers from OpenAI, Anthropic, and Common Crawl cannot render the content.
- ☐ Does every page deliver fully rendered HTML containing all content on the initial server request, without requiring JavaScript execution?
- ☐ Is LocalBusiness schema markup implemented with accurate name, address, telephone, opening hours, geo-coordinates, and cuisine type?
- ☐ Is Menu and MenuItem schema markup implemented for your full menu, with prices, dietary flags, and descriptions in structured HTML (not a PDF)?
- ☐ Is FAQ schema implemented with at least 15 genuine questions and answers about your venue?
- ☐ Is AggregateRating schema implemented, surfacing your review score directly in structured data?
- ☐ Have you validated your structured data using Google Rich Results Test and JSONLint?
- ☐ Does your Google Business Profile contain current hours, menu link, photos updated within the last 90 days, and accurate category tags?
- ☐ Is your review response rate at 100% across all platforms, with responses posted within 48 hours?
- ☐ Do your review responses include specific dish names, neighbourhood references, cooking methods, and dining context (not generic 'thanks for visiting' templates)?
- ☐ Is your website loading speed under 3 seconds on mobile? Run Google PageSpeed Insights to check.

## Results

Checks passed: \_ / 12

### Interpretation

- **Passed all 12:** Your venue is eligible for AI citation. Maintain review velocity and update structured data quarterly.
- **Failed 1 to 3:** Fixable within a week. Prioritize the server-rendering check (item 1) above all others.
- **Failed 4 or more:** Your venue effectively does not exist to AI recommendation systems. Treat this as an urgent operational fix.

