

The 53-Point AI Visibility Checklist

Data-backed checks with Fortune 500 benchmarks · 134,000 probes · 8 dimensions

PRIORITY: ■ Critical ■ High ■ Medium ■ Low ■ Wait ■ Niche % = F500 body-validated adoption

Item	Description	Adoption %
AI CRAWLER ACCESS		
1	ChatGPT-User UA gets HTTP 200 on homepage	53.0%
2	GPTBot UA gets HTTP 200 on homepage	~53%
3	No GEO gap — ChatGPT works where Chrome d.	89.4%
4	Googlebot not penalized vs unknown UA	93.6%
5	No datacenter-IP blanket block (Layer 2)	95.2%
6	No TLS fingerprint rejection (Layer 3)	97.0%
ROBOTS.TXT		
7	robots.txt present and parseable	53.4%
8	XML sitemap declared in robots.txt	80.9%
9	Names at least 1 AI bot by User-agent	7.5%
10	Names 5+ AI bots (comprehensive)	2.6%
11	Distinguishes training from retrieval crawlers	0.0%
12	robots.txt policy matches WAF behavior	90.0%
13	Wildcard rule is selective, not block-all	98.5%
LLMS.TXT		
14	llms.txt present (body-validated)	2.8%
15	llms.txt has 10+ curated links	2.4%
16	llms.txt has 50+ curated links	1.2%
17	llms.txt organized with section headers	2.4%
18	llms.txt accessible to ChatGPT-User	1.4%
JSON-LD & ENTITY		
19	JSON-LD present on homepage	24.4%
20	Uses Corporation type (not generic Org)	12.3%
21	sameAs property present	45.1%
22	sameAs links to Wikidata	0.6%
23	sameAs links to Wikipedia	2.2%
24	@id self-reference property	44.1%
25	numberOfEmployees property	8.6%
26	foundingDate property	18.3%
27	description property	63.4%

HOMEPAGE CONTENT		
28	Title tag present	86.9%
29	Title includes brand + descriptor	55.5%
30	Title is 30–60 characters (optimal)	31.8%
31	No 'Home' or error text in title	81.0%
32	Meta description present	61.9%
33	Meta description is 120–160 chars	43.8%
34	Text-to-HTML ratio above 15%	59.4%
35	Server-side rendering (not pure SPA)	94.3%
CONTENT PAGES		
36	/about page exists	24.0%
37	/careers page exists	32.2%
38	/sustainability or /esg exists	29.0%
39	/investors page exists	18.8%
40	/news or /newsroom exists	23.0%
41	/blog page exists	15.4%
42	/contact page exists	23.4%
43	/press page exists	15.8%
TECHNICAL SIGNALS		
44	sitemap.xml accessible	42.4%
45	favicon.ico present	44.8%
46	RSS/Atom feed available	14.6%
47	BingSiteAuth.xml present	14.6%
48	Web app manifest present	10.0%
49	OpenAPI/Swagger endpoint present	~9%
EMERGING STANDARDS		
50	ai.txt present (body-validated)	0.0%
51	agents.json present	0.0%
52	MCP server declared	0.0%
53	ads.txt present (if monetized)	6.6%

YOUR AI-READINESS LEVEL

Count items you pass. Divide by 53. Multiply by 100.

0–10	L0 · Invisible	Most F500 sit here
11–25	L1 · Present	Chrome works, nothing else
26–40	L2 · Partial	Some signals, WAF conflicts
41–60	L3 · Optimized	The 5-hour target
61–80	L4 · AI-Ready	Top-25 F500 tier
81–100	L5 · AI-First	No F500 reaches this

5 QUICK WINS — SHIP THIS QUARTER

Each under an hour. Each differentiates from 95%+ of peers.

#11	Training–retrieval split in robots.txt	0.0%
#22	sameAs to your Wikidata entity	0.6%
#14	Publish a body-validated llms.txt	2.8%
#18	Let ChatGPT-User reach your llms.txt	1.4%
#29	Title tag: brand + descriptor format	55.5%