

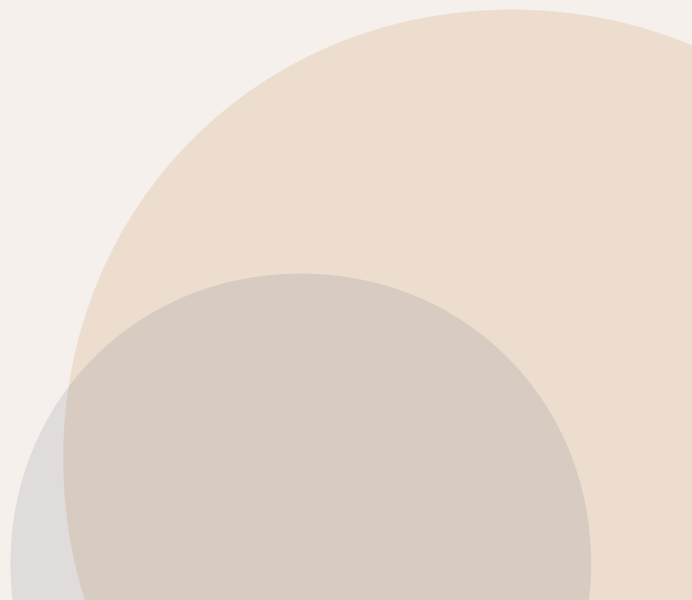
The AI *Visibility* Prompt Pack

Ten questions to run through every major AI platform, so you can see exactly what a buyer sees when they search for your company.

SIGNAL & STRUCTURE AI • LENISE KENNEY

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Look for *yourself*.

AI platforms are already answering questions about your company, whether anyone there has checked or not. This pack gives you ten questions. Run every one of them through every major AI platform below.

01	ChatGPT	<code>chat.openai.com</code>
02	Claude	<code>claude.ai</code>
03	Perplexity	<code>perplexity.ai</code>
04	Gemini	<code>gemini.google.com</code>
05	Microsoft Copilot	<code>copilot.microsoft.com</code>

That's fifty answers total. Fifty data points about how AI describes your company. The pattern lives in the comparison, not in any single answer.

BEFORE YOU START, HAVE THESE THREE THINGS READY

- 01 Your company name, exactly as you want it recognized
- 02 Your website URL
- 03 Your industry or category, in the words your buyers use

Save screenshots of anything that surprises you, contradicts what you know, or would embarrass you in front of a buyer.

Does AI know you *exist*?

Start with the basics. If AI can't describe your company accurately at this level, nothing downstream will be right either.

■ PROMPT 01

Tell me about **[YOUR COMPANY NAME]**. What do they do, who runs the company, where are they located, and what are they best known for? Please cite your sources.

■ PROMPT 02

What is the history of **[YOUR COMPANY NAME]**? When were they founded, what were the major milestones, and where are they today?

What AI tells them *before you do.*

This is the version of your company a buyer reads right before deciding whether you're worth a meeting.

■ PROMPT 03

I am a [YOUR IDEAL BUYER TITLE] evaluating vendors in [YOUR CATEGORY]. What should I know about [YOUR COMPANY NAME] before I take a meeting with them?

■ PROMPT 04

What are the strengths and weaknesses of [YOUR COMPANY NAME]? Who is this company a good fit for, and who should look elsewhere?

Who AI says you're *up against*.

This is where AI plays matchmaker between you and your buyer, whether you asked it to or not.

■ PROMPT 05

Compare **[YOUR COMPANY NAME]** to **[YOUR CLOSEST COMPETITOR]**.
What are the strengths and weaknesses of each? Who would you recommend for **[YOUR CATEGORY]**?

■ PROMPT 06

What are the top companies in **[YOUR CATEGORY]**? For each one, tell me what makes them stand out.

Who AI thinks is *in charge*.

Leadership and reputation age fast online. This is where old news quietly becomes today's answer.

■ PROMPT 07

Who runs **[YOUR COMPANY NAME]**? List the executive team, their titles, and any recent leadership changes.

■ PROMPT 08

Is **[YOUR COMPANY NAME]** reputable? What do customers, partners, and industry sources say about them?

The small facts that *cost you*.

Services, hours, addresses. Small details, but usually the first thing AI gets wrong, and the first thing a buyer notices.

■ PROMPT 09

What services does **[YOUR COMPANY NAME]** currently offer? What have they stopped offering? What is new?

■ PROMPT 10

Where is **[YOUR COMPANY NAME]** located, what are their hours, and how does someone contact them?

Five patterns worth *catching*.

As you work through the fifty answers, these are the patterns that matter most.

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- 01** **Contradictions between platforms**
- Same question, different answer on ChatGPT versus Claude versus Perplexity versus Gemini versus Copilot. Disagreement between platforms is a sign your underlying data is fragmented.
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- 02** **Outdated facts**
- Old leadership. Services you no longer offer. An office you moved out of years ago. Every outdated answer traces back to a specific source you can find and fix.
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- 03** **Invented facts**
- Anything AI states with confidence that simply isn't true. These are the ones that cost the most in front of a buyer.
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- 04** **Silence**
- "I don't have information about this company." That absence is its own finding: you're invisible on that platform, and any buyer using it walks away with nothing.
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- 05** **Wrong competitors**
- Companies AI compares you to that aren't your peers, or worse, competitors AI recommends over you.
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Fifty answers. *Three questions.*

You now have fifty data points about how AI describes your company. These three questions turn them into a plan.

01 Which platform got you the most wrong?

That's the platform your buyer is most likely using to research you. That's where the highest-stakes correction lives.

02 What's the single most embarrassing thing AI said about your company?

Write it down. Save the screenshot. That's your evidence when you make the case internally for fixing this.

03 Do the five platforms agree with each other?

If they contradict each other on basic facts like leadership, services, or location, that's the pattern telling you the underlying data is fragmented.

Now you know. What's next is *yours.*

If anything you found surprised you, contradicted what you know, or would embarrass you in front of a buyer, here are three ways to move.

01 Look once and move on

That's a choice, and it's the one most people make. They notice something concerning, mean to look into it, and never do.

02 Run the full diagnostic

Signal Score tests dozens of prompts across all five platforms and scores the accuracy, completeness, and consistency of what AI says about you. \$147 at signalstructure.ai.

03 Bring someone in

AI Visibility Consulting is an ongoing engagement for companies who want a strategic partner driving the fix, not just a report.

Signal & Structure AI is an AI visibility consultancy based in Pittsboro, NC, helping businesses become findable, accurate, and recommended by AI platforms including ChatGPT, Claude, Perplexity, Gemini, and Copilot.

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| *AI is not broken. Your data is. And you are the only one who can fix it.*