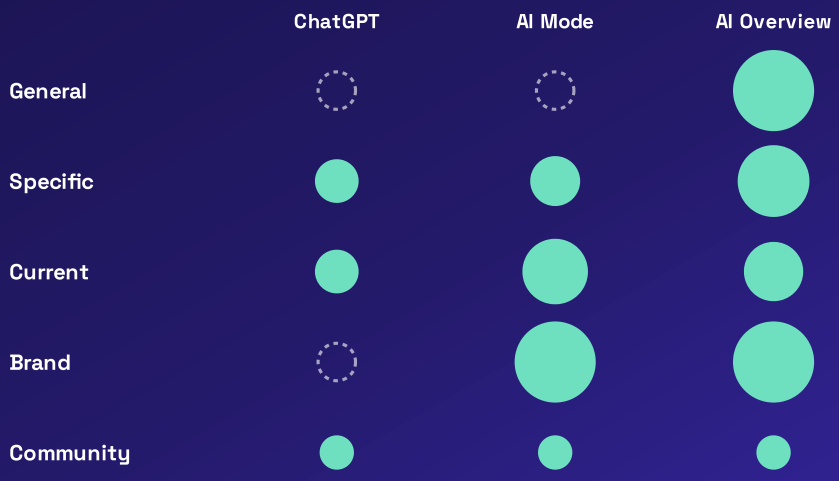
SEO Girl

A practical workbook, 2026

Measure Your AI Visibility

A workbook for measuring how AI assistants recommend, describe and credit your brand, and turning what you find into action.



Ask

A prompt library across the journey

Measure

Mentions, descriptions and credit

Act

Gaps turned into priorities

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Step 1: Orient

What AI visibility means

Ask an AI assistant for advice and it answers with a short list of brands and a few sources, not ten links. **AI visibility** is whether you appear in those answers, **how you're described**, and whether **your pages get the credit**. In the SEO Girl studies, that short list is called the AI shelf.

From the SEO Girl research

Across the series, ChatGPT and Google often recommended different brands for the same question; general "how to choose" questions were often answered without crediting any source; and adding a price, place or time made assistants cite pages.

What you'll produce

- A prompt library across stages and question types.
- A monthly results log.
- Six simple measures of your AI visibility.
- A gap-to-action plan.

A caution

AI answers change between runs and users. Treat results as **directional signals**, not rankings, and look for patterns across months rather than reacting to a single answer.

Step 2: Prompt library

Ask what real shoppers ask

Write 12 to 20 questions in your customers' own words, covering each stage and each question type.

Question type	Example	Why include it
General	How do I choose a rain jacket?	Shows whether your advice is credited or absorbed
Specific	Best rain jacket under $300 in Canada	Price and place tend to trigger cited sources
Current	Which rain jackets are on sale this week?	Tests live prices, stock and offers
Brand	Is [your product] worth the price?	Shows how others describe you
Community	What does Reddit say about [your product]?	Shows community reputation

Prompt	Stage	Type

Step 3: Run the test

Record every answer the same way

Keep conditions steady

Use the same wording each month, a temporary or signed-out session where you can, and note the date, tool and whether you were signed in. Location matters too, so test from the same place.

Prompt	Tool	Brands, in order	Our position	Sources cited	Accurate?

Also note the proof points each answer uses, such as certifications, ingredients or reviews. They show what the assistant thinks matters in your category.

Step 4: Read the results

Six measures of AI visibility

Measure	How to calculate	What it tells you
Mention rate	Answers naming you ÷ answers that named any brand	How often you're considered
First mention	Answers where you're named first	How strongly you're associated with the need
Credit rate	Answers linking your site ÷ all answers	Whether your pages are retrieved and credited
Source mix	Share of credited sources by type: brand, retailer, reviewer, community	Who the assistant listens to in your category
Description	Does the answer describe you the way you describe yourself?	Whether your positioning reaches AI answers
Accuracy	Answers with a wrong fact about you	Where entity clarity work is needed

Illustrative example

If 8 of 12 answers named any brand and you appeared in 3, your mention rate is 3 of 8. These numbers are for illustration only.

Step 5: Act on gaps

Turn each gap into a priority

What you see	Likely lever	Related workbook
Not credited on general questions	Rank well on Google for the topic; publish what AI can't already know (tests, data, first-hand detail)	Beyond Keywords
Missing on specific or price questions	Accurate prices, stock and product data; retailer listings	Beyond Keywords
Missing on brand questions, or described by others	Independent reviews, community presence, clear proof on product pages	Proof on the Page
Wrong facts about you	Canonical facts, schema, profile and knowledge panel fixes	Entity Clarity
Competitors always first	Study the proof points the assistant uses for them	This workbook

Gap found	Action	Owner	Due

Step 6: Monthly rhythm

Make it a habit

When	What	Time
Monthly	Run the prompt library; log results	1 to 2 hours
Monthly	Update the five measures; note changes	30 minutes
Quarterly	Review patterns; refresh prompts; set priorities	1 hour
After big changes	Re-test the related prompts a few weeks later	30 minutes

Report it simply

- Mention rate this month vs last
- How AI describes you, and any change
- New brands appearing
- Credited sources, by type
- Accuracy issues found
- Actions taken and next steps

Avoid over-reading

- One answer isn't a trend.
- Tools update often; note version changes.
- Don't claim a change caused a result without other evidence.

Template

Your one-page AI visibility scorecard

Field	This month	Last month
Test date and tools		
Mention rate		
First mentions		
Credit rate		
How AI describes us		
Main source types		
Accuracy issues		
Most-mentioned competitor		
Top gap and action		

Quality check

- [ ] Prompts are written in customers' words.
- [ ] Conditions were the same as last month.
- [ ] Every answer was recorded, not just good ones.
- [ ] Findings are framed as signals, not rankings.

About this workbook

A practical companion to the SEO Girl studies *The AI Shelf* and *Absorbed, Not Credited*. AI tools change often; check current features before testing. All company names and examples are fictional unless marked as coming from the SEO Girl research series. This workbook isn't affiliated with or endorsed by any company or platform mentioned.

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