



Brainpan.AI

Sample AI Readiness Audit

Executive diagnostic for AI visibility, citation readiness, and 90-day implementation planning

AI search is now a measurable B2B discovery channel. This sample audit shows how leadership teams can evaluate where a brand is cited, where competitors are winning, which technical blockers suppress AI visibility, and what to prioritize over the first 90 days.

5 models

AI platforms audited

ChatGPT, Gemini,
Claude, Perplexity,
Copilot

5-10 days

Typical delivery window

Written audit report built
for leadership review

90 days

Implementation roadmap

Month 1 / Month 2 /
Month 3 action plan

The Business Case

Executive summary for leadership teams evaluating whether AI visibility should become a measurable channel priority.

01

AI search now shapes B2B purchase.

Buyers use ChatGPT, Gemini, Perplexity, Claude, and Copilot to identify vendors and shortlist options before speaking to sales. Brands named in those answers enter the buying process earlier.

02

Strong SEO does not guarantee AI citation.

Traditional rankings, content volume, and domain authority do not automatically transfer into AI-generated answers. AI systems use different retrieval, citation, and synthesis behaviors.

03

The ROI case can be measured from day one.

A share-of-model baseline can be established quickly. Citation presence, description accuracy, AI-referred traffic, and conversion quality create a defensible commercial reporting layer.

Why this matters now

- AI systems are becoming a vendor discovery layer before sales conversations begin.
- Traditional rankings, domain authority, and content volume do not automatically transfer into AI citations.
- The audit establishes a boardroom-ready baseline: where the brand is cited, where it is absent, where competitors are winning, and which fixes can close the gaps fastest.

Published Benchmarks

Outcome examples from third-party case studies. These examples show what properly executed AI visibility programs have produced; they are not guarantees of future performance.

3.2x Increase in AI search conversions	458% AI visibility growth	124K ChatGPT-referred sessions
2.7-6.4% AI-assisted conversion range	+71% AI visibility growth in 8 weeks	5x AI traffic lift from llms.txt test

Selected Industry Evidence

Representative case examples used to illustrate how AI visibility programs can produce measurable results across categories.

B2B SAAS

Presentation software platform

Reported 124K ChatGPT-referred sessions and 3,400 direct conversions after optimizing use-case pages for AI extraction.

CYBERSECURITY

Global network security vendor

Showed zero AI citations despite category leadership and strong search rankings, highlighting the gap between SEO presence and AI citation presence.

B2B TECH SERVICES

Mid-size technology firm

Achieved measurable share of AI search coverage in category responses, including visibility against larger incumbents.

ENTERPRISE B2B

ABM and demand generation program

Reported high AI citation rates across target queries with commercial impact strong enough for board-level reporting.

The Measurement Framework

Four metrics define AI visibility performance and give marketing, analytics, sales, and finance teams a common reporting language.

Share of Model

The percentage of AI-generated responses citing your brand versus competitors for a defined query set. This is the primary AI visibility market-share KPI.

Citation Accuracy

Whether AI systems describe your brand accurately and currently when they cite you. Inaccurate descriptions damage consideration and can misdirect qualified buyers.

AI-Referred Traffic

Clickable citation traffic segmented in GA4 or Adobe Analytics from AI-native experiences and answer engines that send qualified discovery traffic.

Conversion Rate

The commercial metric proving whether higher-intent buyers arriving through AI references convert at above-average rates versus other organic channels.

Reporting output

The audit translates AI visibility into a measurable operating layer: baseline citation presence, platform-by-platform variance, competitor share, description accuracy, technical blockers, and prioritized implementation actions.

What the Audit Delivers

A technical deep-dive converted into an executable operating plan across baselines, gaps, schema, content, entity clarity, and roadmap.

01 Citation Footprint Baseline

- Share-of-model score across ChatGPT, Gemini, Claude, Perplexity, and Copilot
- Platform breakdown
- Query-category scoring
- Citation accuracy

02 Competitive Gap Analysis

- Gap classification against top 3 to 5 direct competitors
- Competitor citation rates
- Cause classification
- 30-day wins

03 Schema & Structured Data Assessment

- Page-level review with corrected JSON-LD templates
- Validation errors
- Missing schema types
- Developer-ready code

What the Audit Delivers

Continued: the remaining technical and implementation deliverables that convert the diagnostic into an executable 90-day action plan.

04

Content Architecture Review

- Assessment of high-priority pages for LLM extraction readiness
- Answer-first formatting
- Topic clusters
- llms.txt review

05

Entity Clarity Review

- Map of what AI systems believe about the brand
- Brand descriptions
- Expert entity signals
- Third-party authority gaps

06

90-Day Prioritized Roadmap

- Month 1, Month 2, and Month 3 action table
- Impact ranking
- Effort estimates
- Owner assignment

The Process & Next Steps

The audit is designed as a written diagnostic. It can begin without a discovery call and includes an optional 45-minute walkthrough after delivery.

01 Submit

You provide the starting inputs.

Submit your domain, top 3 to 5 competitors, and query categories most important to your business.

Days 1-4

AI response sampling begins.

Brainpan.AI samples responses across ChatGPT, Gemini, Claude, Perplexity, and Copilot using consistent query categories.

Days 3-7

Technical and content analysis runs in parallel.

Schema, content architecture, entity clarity, lms.txt deployment, and competitor signals are reviewed.

Days 6-10

The written report and roadmap are built.

Findings are synthesized into a written PDF audit report with corrected JSON-LD templates and a prioritized action table.

Delivery

Your team receives an implementation-ready audit.

An optional 45-minute walkthrough call is included, but the report is designed to stand alone.

Audit Specifications

A summary of scope, deliverables, and next-step details for leadership teams considering an implementation-ready audit.

Platforms audited ChatGPT, Gemini, Claude, Perplexity, Copilot	Competitors analyzed Top 3 to 5 direct competitors	Deliverable format Written PDF audit report	Technical assets Corrected JSON-LD code templates
Roadmap Month 1 / Month 2 / Month 3 action plan	Turnaround Delivered within 5-10 business days	Sales call required No. The audit can begin from request.	Walkthrough Optional 45-minute findings review

Next Step

Ready to see your citation footprint?
Request an AI Visibility Audit at brainpan.ai/contact/ | kwalsh@brainpan.ai | +1 703-951-7195