



LLM brand understanding checklist

1. Define what “knowing your brand” means

When testing AI visibility, brand understanding usually breaks down into four layers.

Use these questions to identify where gaps may exist:

- Does the model confidently recognise your brand by name?

- Can it clearly explain what you do, who you serve and how you position yourself?

- Does it correctly associate your services or products with your brand?

- Does it surface your brand in relevant category or recommendation-style queries?

Prompt examples:

- “Who is [Brand]?”
- “What does [Brand] specialise in?”

2. Set up a neutral testing environment

AI outputs can change based on context. To make results comparable, testing conditions should be consistent.

Before running any prompts, confirm the following:

- Logged out of all accounts

- Clean browser or incognito session

- Location controlled, if relevant to your market

- Model and version noted

- Date and prompt wording captured



3. Test brand recognition and description

Start with simple branded prompts and focus on both accuracy and confidence.

When reviewing responses, look for:

- Clear recognition vs. uncertain language

- Inclusion of core facts, such as what you do and who you serve

- Accurate references to founders or leadership, where relevant

- Whether sources are cited, if any

Vague language or confident claims without evidence often point to weak underlying signals.



4. Test category visibility and recommendations

This is where many brands are likely to uncover their biggest gaps.

Move beyond branded prompts and test category-level questions a customer might ask:

- Does your brand appear at all?

- Does it appear alongside expected competitors?

- Is it included in “best”, “top”, or comparison-style answers?

- Is there a clear reason given for its inclusion?

Prompt examples:

- “Best [service] for [audience]”
- “Who would you recommend for [problem]?”



5. Check credibility and trust signals

Recommendation-style questions prompt AI tools to evaluate trust rather than simply recall facts.

Review whether:

- Independent validation is referenced – such as media coverage, reviews or awards
- Strengths align with how you position the brand internally
- Any weaknesses mentioned reflect reality, rather than speculation
- Claims are correctly attributed to your brand

Generic praise or cautious language often signals a lack of clear authority signals.



6. Assess site readability for AI

Many AI systems rely heavily on raw HTML rather than rendered pages.

Use these checks to identify potential blind spots:

- Core brand information is visible without JavaScript
- Key pages accessible in raw HTML
- No accidental blocking via robots.txt or meta tags
- Basic structured data present, such as Organization, Article or FAQ schema

If AI tools can't reliably extract information, they're unlikely to repeat your brand answers to your audience.



7. Review external sources shaping AI answers

AI tools don't rely on your website alone. They cross-check information across third-party sources they already trust.

When reviewing this layer, look for:

- Consistent brand descriptions across credible third-party sites

- Presence in relevant directories or list-style content

- Media coverage that reflects your intended positioning

- Up-to-date profiles on trusted platforms



8. Identify gaps and prioritise fixes

Once gaps are visible, the next step is deciding what to address first.

Use the four categories below to group issues and understand what's limiting visibility:

- Missing: Visibility problem
- Inaccurate: Consistency problem
- Weak: Authority problem
- Invisible: Accessibility problem

These categories help distinguish between technical, authority and positioning issues, so effort is focused where it will have the most impact.

Gap type	What the model did	Why this is a problem	Likely cause	Priority
Missing	Brand not mentioned in category query	No visibility in recommendations	No third-party coverage	High
Inaccurate	Outdated service description	Misrepresents offering	Old citations	Medium
Weak	Brand mentioned but not recommended	Low trust signals	Limited authority sources	Medium
Invisible	Content exists but not referenced	AI can't extract information	Technical or structure issue	High



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