schalk&friends

AI Visibility Check

How visible is your company?
What potential does your website show in AI responses?

AI is changing the way we search

AI systems answer questions directly—without requiring users to click through numerous search results.

They name companies, compare providers, and draw on various sources.

This presents **an additional challenge** for companies: They must not only be found in traditional search results (SEO) but also be visible in AI-generated answers (GEO).

SEO & GEO

two closely related fields

SEO (Search Engine Optimization) optimizes visibility in traditional search results.

GEO (Generative Engine Optimization) builds on these foundations and expands optimization to include visibility in AI-generated answers.

Digital Visibility: New Requirements

- **Being Found**
  Is your company mentioned in AI responses to relevant questions?
- **Being Cited as a Source**
  Is your website cited as a source of information in response to relevant questions?
- **Staying Visible Among Competitors**
  Which competitors appear in AI responses—and for which topics?

The Foundation: Technically accessible content, helpful answers, and digital reputation can help improve visibility in AI systems.

When is an AI check a good idea?

Declining Organic Traffic
Check whether changes in search behavior and AI-powered answers should be considered as potential influencing factors.

Strong Competitors
Find out which competitors are mentioned in AI answers to relevant questions and how visible your own company is.

Products and Services That Require Explanation
Especially when it comes to complex offerings, potential customers use AI systems to research, get oriented, and select providers.

Many Information-Oriented Search Queries
AI systems answer numerous knowledge-based questions directly. This creates new requirements for the visibility of your content.

Scope of the Audit

The AI Visibility Check provides a comprehensive assessment of your current status. We analyze your website based on its URL and selected relevant queries in AI systems. In doing so, we examine four key areas:

- **AI Visibility**
  We use selected relevant search queries to determine whether your company is mentioned in AI responses or whether your website is cited as a source. We also take competitors into account.
- **Technical Aspects**
  We examine fundamental technical requirements such as crawlability, accessibility of relevant content, and structured data.
- **Content**
  We evaluate how well your website answers relevant user questions and identify initial areas for improvement.
- **Authority**
  We consider fundamental external signals, such as backlink metrics, as part of the digital landscape.

Initial Findings. Concrete Opportunities.

Assessment
See if your company is mentioned or cited in AI responses to selected questions.

Competitor Comparison
See which competitors are mentioned in the search queries analyzed and which websites are cited as sources.

Optimization Opportunities
Discover initial technical, content-related, and authority-related opportunities to improve your AI visibility.

Specific Recommendations for Action
We'll discuss specific recommendations for optimizing your AI visibility.

Here's how the check works

1. Submit Your Website URL
You send us the URL of your website. We do not require a preliminary consultation or any additional documentation to begin the review.

2. Analysis of Your SEO Visibility
We examine selected relevant search queries and evaluate your website in terms of technical aspects, content, and authority.

3. Results & Recommendations
We'll present the results to you in person, highlight identified opportunities, and discuss possible next steps.

We'll talk about your results

During a one-on-one consultation, you'll receive a personalized potential analysis that highlights your current AI visibility and key opportunities for optimizing your website.

AI Visibility & Competition
Brand mentions, source citations, and competitors in the analyzed queries

Technology, Content & Authority
An initial assessment of key requirements for your website's visibility

Optimization Potential
The most important technical and content-related areas for improvement

Recommendations for Action
Prioritized recommendations and next steps based on the analysis results

What happens next?

After the check, we'll discuss the best next steps based on the results. If you need a more comprehensive analysis, we'll tailor a GEO audit specifically to your goals.

Request an AI Visibility Check now

We look forward to analyzing your website and getting to know you during a meeting.

You can use the QR code or the link to request our free AI Visibility Check.

Check out the AI Visibility Check

schalk&friends Lindwurmstraße 124, 80337 München | schalk-and-friends.de/en