

AI Visibility Scorecard

Find out how discoverable your business is in AI and search and what to fix first.

Why AI Visibility Matters

Being good at what you do is not enough if people cannot find you. Every day, great businesses stall out because there are not enough clear signals telling search engines and AI tools who you are, what you do and why you are worth recommending.

We are moving into a world where AI increasingly decides which businesses get surfaced, summarized and suggested. These systems are scanning your website, content, reviews and profiles, then choosing the “winners” based on the strength of your signals. If your visibility is not set up for AI, you are effectively invisible, even if you are the better choice.

At FireUp AIO, we see search visibility as something you build on purpose, not something you hope happens. Discoverability should not be an accident. It comes from the right foundation, the right structure, and the right proof, all working together so your marketing can support you in the background while you are serving clients or running the rest of your business.

This scorecard is your starting point. It helps you understand how strong your current signals are in the age of AI search and where you may be leaving opportunities on the table. Once you can see the gaps, you can start fixing them with intention instead of guessing or chasing the next trend.

Start Here

The way people look for things has changed. Your next client is not only typing questions into Google. They are asking AI tools to recommend experts, compare options, and sort through the noise.

This scorecard is a simple way to check how “AI ready” your visibility really is, using the same structure I use with clients inside the FireUp Framework.

How the scorecard works

The questions are grouped around six pillars of the FireUp Framework:

- **Foundation** – Site health, basic SEO, and analytics
- **Intent** – How clearly you match what your audience is actually searching for
- **Relevance** – How well your content and entities line up with those searches
- **Expertise** – The proof, structure, and authority signals that show you are credible
- **Unify** – How consistent your brand is across your website, profiles, and listings
- **Performance** – How you measure, refine, and scale what is working

Together, these pillars describe how easy it is for AI and search to understand, trust, and surface your business.

Your score is not a judgment. It is a snapshot. Use it to see your business the way search and AI systems see it, then decide where to focus next so you are discoverable by design, not by accident.

How To Use This Scorecard

Step 1: Set up your time

Block off 10 to 15 minutes with as few distractions as possible. Grab your website URL and any main profiles you use.

Step 2: Rate each statement

For every statement, circle the number that feels most true today.

0 = Not in place

1 = In progress or inconsistent

2 = Solid and in place

Be honest. This is only useful if it reflects what is really happening.

Step 3: Add up your score

When you are done, add up your points for a total score out of 30, then multiply that number by 3.3 to get your AI Visibility Score out of 100.

Example:

Raw score $22 \times 3.3 = 72.6$

Rounded score = 73 out of 100

Write your score here:

My AI Visibility Score: _____ / 100

Step 4: Read your tier and next steps

Turn to the Score Guide to see which tier you fall into: Hidden, Emerging, AI Ready, or AI Optimized. Then choose two or three suggested actions that match your tier and your capacity right now.

Remember that your score is a snapshot, not a verdict. Treat it as a baseline. As you apply changes, you can come back to this scorecard to see how your visibility improves over time and how much closer you are to being truly discoverable by design.

The Scorecard

Section 1: Foundation

1. My website clearly states who I help and what problem I solve above the fold.
0 1 2
 2. My website is mobile friendly and loads at a reasonable speed.
0 1 2
 3. I have basic tracking set up, such as Google Analytics and Google Search Console, and I can access the data.
0 1 2
-

Section 2: Content and AI Ready Answers

4. I publish at least two pieces of helpful content per month. This might be a blog, podcast, video, or live training.
0 1 2
 5. I have intentionally created content that answers my ideal client's top ten questions.
0 1 2
 6. My content uses clear headings and gives direct answers, so search engines and AI tools can easily understand and quote it.
0 1 2
-

Section 3: Authority and Proof

7. My website and profiles feature specific testimonials or client results, not only general praise.

0 1 2

8. I have at least one deeper story or case study that shows how I help clients move from problem to result.

0 1 2

9. My About section and social bios speak to my expertise, experience, and point of view, not only my job title.

0 1 2

Section 4: Visibility and Consistency

10. When I Google my name or my business, I can clearly see myself in the results.

0 1 2

11. My niche and positioning are consistent between my website, social bios, and offers.

0 1 2

12. I show up in at least one place beyond my own site, such as podcasts, guest trainings, articles, or directories.

0 1 2

Section 5: Conversion and Follow Up

13. I have a clear free resource or lead magnet that aligns with my main offer.

0 1 2

14. My website has a clear primary call to action on key pages, such as “Book a call,” “Apply,” or “Join the list.”

0 1 2

15. I have at least one email sequence or follow up path for new leads, even if it is simple.

0 1 2

Scoring

- Add up all your answers to get a raw score out of 30.
- Multiply that number by **3.3** to convert it to an approximate score out of 100.
- Round to the nearest whole number.

Example:

If your raw score is 22

$$22 \times 3.3 = 72.6$$

Rounded = **73 out of 100**

Your Raw Score

Add up all of your answers for a total out of 30.

Total points: _____ / 30

Multiply this number by 3.3 to get your AI Visibility Score out of 100.

AI Visibility Score: _____ / 100

Score Guide & Interpretation

Use your total score to find your visibility tier.

0 to 39 – Hidden

Right now, search engines and AI tools do not have enough clear, consistent information about your business. You may be doing powerful work with clients, but online you are hard to find and hard to understand. Both humans and AI systems would struggle to quickly see who you are, what you offer, and why they should choose you. Foundations like messaging, tracking, and core content need attention. The good news is that a small number of focused actions can make a big difference.

Common signs:

- Website copy is vague, buried, or unclear about who you help and what you do
- Little or no content that answers your clients' top questions
- Minimal proof such as testimonials, case studies, or reviews
- Weak or inconsistent presence on search and key platforms
- Basic analytics and search tracking are missing or rarely checked

Your focus: Make it obvious who you help, what you do, and why you are credible. Build strong basics by tightening your core message, cleaning up your website, and setting up simple tracking so every future effort has something solid to stand on.

40 to 69 – Emerging

You have some important pieces in place and you are starting to show up, but your visibility is not yet reliable or scalable. You are doing a lot of the “right” things, they just are not working together as a clear system. Some clients find you, but it often feels unpredictable or harder than it should be.

Common signs:

- Content happens in bursts, not consistently. It is scattered and irregular across platforms.
- Messaging and offers feel different across channels such as your website, social profiles, and emails.
- Calls to action are unclear or weak, so visitors are not sure what to do next.
- You have some proof, but it is buried, outdated, or not tied clearly to your main offer.
- You are putting in effort, but you are not sure which activities are actually moving the needle.

Your focus: Align and simplify. Bring your message, content, proof, and calls to action into one clear story so people and AI can recognize you, understand what you do, who you are for, and why you are credible. When everything points in the same direction, your efforts start to stack rather than compete with each other.

70 to 84 – AI Ready

You have solid foundations and a visible presence. The basics are handled and your work is starting to show up for the right people. You are already visible in some important ways. Now the work is about trust and authority, and making it easier for AI tools to choose you as a credible result.

Common signs:

- Clear niche and offer
- Consistent content across your core topics
- A clean, clear website experience
- Specific proof of results, not just general praise
- Some presence beyond your own site, such as podcasts, guest trainings, directories, or features

Your focus: Deepen authority. Create stronger, deeper content around your main topics, share more specific proof of results, and show up in more of the places your ideal clients already trust, not only on your own website.

85 to 100 – AI Optimized

You have strong foundations, clear messaging, and a visible track record. Search engines and AI tools already have enough context to understand and recommend you, and your visibility system is working in the background while you serve clients. At this stage the question is less “Can I be found” and more “How can I scale my reach without burning out.”

Common signs:

- Consistent results from search or other inbound leads
- Clear content structure and focused core topics
- Proof and presence across several trusted platforms
- A steady rhythm for showing up, even if it is simple

Your focus: Scale and refine. Repurpose what already works into new formats, strengthen systems for consistent visibility, and explore collaborations, guest spots, and PR that help you reach more of the right people without living online all day.

Next Steps For Your Tier

Use the suggestions below as a menu. Do not try to implement everything at once. Choose two or three actions that match your tier and your current capacity. Highlight or circle them so you have a short list to work from.

If you are in the Hidden tier

Start with the basics that make your business findable at all.

- Rewrite your homepage hero section so it clearly states who you help and what result you help them create.
- Make sure you have a simple, mobile friendly site that loads reasonably fast. Remove anything that is obviously broken, cluttered, or confusing.
- Set up Google Analytics and Google Search Console so you can see what is happening and where people come from.
- Create one clear “Services” or “Work with me” page that explains your offer in plain, specific language.
- Choose one simple lead magnet idea that aligns with your main offer and outline it. This scorecard could even be your first one.

If you are in the Emerging tier

You already have some presence. Now you want to strengthen clarity and consistency.

- Choose a primary niche or audience and make sure your website and social bios all reflect it.
- Create one “answer hub” that combines your top ten client questions into a single long form piece of content with clear headings.
- Collect two or three fresh testimonials that include specific results or transformations and add them to key pages on your site.
- Add a single clear call to action on your homepage, about page, and main content pages so people always know the next step.
- Decide on a realistic content rhythm, for example two pieces per month, and commit to it for the next three months.

If you are in the AI Ready tier

You have good foundations. Now you are investing in authority and external signals.

- Identify your three core topic or content pillars and create at least one deeper piece of content for each.
- Turn one strong client story into a full case study with problem, process, and outcome. Publish it on your site and share it.
- Pitch yourself to two or three podcasts, memberships, communities, or groups where your ideal clients already spend time.
- Make sure your business information and positioning are accurate and consistent on key platforms such as Google Business Profile and LinkedIn.
- Review your lead magnet and nurture sequence to confirm they still align with your signature offer and the direction your business is heading. Update if needed.

If you are in the AI Optimized tier

Your visibility is strong. Focus on scale and sustainability.

- Choose one signature piece of content and repurpose it into multiple formats. For example, blog, audio, short video, and email.
- Create or refine a simple nurture sequence that onboards new subscribers into your world and offers a clear next step.
- Explore partnerships, referral relationships, or affiliate arrangements with aligned businesses that already serve your ideal audience.
- Look for opportunities to introduce more systems and templates so your visibility efforts can be batched, delegated, or automated.
- Revisit your pricing and packaging to ensure your offers match the level of demand and authority your visibility is creating.

Turning Your Score Into A Real Plan

Your score shows where your AI visibility stands today. The real value comes from what you do with it next.

If you would like structure and support as you take action, you are invited to join a live **AI Visibility Workshop: Boost Your AI Visibility in 60 Days** where we use scorecard results to map out practical next steps.

In this workshop, we will:

- How to interpret your scorecard like an expert
- What AI models look for when deciding who to recommend
- Identify the activities that usually move visibility scores the fastest
- Quick wins you can do this month to impact your AI + search visibility

You'll leave with a Beginner's cheat sheet and 7-Step AIO Starter Checklist that you can implement over the next 30 to 60 days, not a long, overwhelming to do list.

If you would like to hear about the next live workshop or get details, sign up at [Boost Your AI Visibility in 60 Days](#)

Use your score as a starting point. Use your plan to become easier to find, easier to trust, and easier to choose.

Your scorecard gives you a snapshot of where you are today and a menu of next steps. If you want help turning that insight into a focused, real-world visibility plan you can actually follow, here are two ways I can support you.

Or Book a Discoverability Call

AI Scorecard Review

If you prefer a focused one to one conversation, you can book a Discoverability Call and AI Scorecard Review. This is a live strategy call where we use your scorecard results as the starting point for a grounded plan.

On this call, we will:

- Walk through your score and what it highlights in your current visibility
- Look at a few key pages or profiles that matter most for how you are found
- Help you understand your top three to five priorities so you know where to focus first and how to implement

If that sounds helpful, you can learn more and schedule your call here: [FireUp AIO Discovery Call](#)

Thank you for taking the time to go through this scorecard. The work you do matters, and it deserves to be easy to find, easy to trust, and easy to choose.

Cheering you on,

Jacki DeVries

Founder, FireUp AIO