

FREE SELF-AUDIT · B2B TECH CONSULTANCIES

DIGIVINO

The Search and AI Visibility Self-Audit

Does Google show your firm? Does ChatGPT name it? Check both in 10 minutes.

10 checks | Google and AI | About 10 minutes

1 Google and AI tools look for different things

Buyers now use both to make a shortlist. You can rank well on Google and still be missing from ChatGPT's answer, or the other way around.

GOOGLE

Looks for the right page

- A separate page for each service, using the words buyers search for
- Links to your site from partners, events and industry publications
- Pages that answer the buyer's actual question
- A website that loads fast and that Google can read easily

AI TOOLS

Look for the same facts everywhere

- The same description of your firm on many different websites
- Case studies with real, measurable results
- Named experts with bios, certifications and talks
- Technical labels that tell AI what your business is (called structured data), and permission for AI tools to read your site

2 Write down your three key searches

These are the exact words a good-fit buyer types when they need what you do.

Too broad
"IT consulting" · "cloud services" · "software development company"

Specific enough
"Salesforce CPQ implementation partner for manufacturers" · "HIPAA-compliant data migration consultants"

1 Key search 1

2 Key search 2

3 Key search 3

3 What every service page needs

Make one page for each key search, with all five of these on it. Google and AI tools both look for them.

1
Who it's for
The industry, company size or situation.

2
The problem you solve
In the words the buyer would search for.

3
What's included
What you do, how long it usually takes, how it works.

4
A result with a number
One case study, shared with the client's permission.

5
Who leads the work
Their name, with a link to their bio.

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4 The 10-minute check

Use a private browser window for Google, and start a new chat in ChatGPT or Perplexity. Tick one box on each line.

	CHECK	YES = 2	PARTLY = 1	NO = 0
1	**Google one of your key searches: your site is in the top 10 results** Try all three. Tick Yes if at least two show your site.	☐	☐	☐
2	**The page that shows up is that service's own page** Not your homepage or an old blog post.	☐	☐	☐
3	**Each main service has its own page** Saying who it's for, what's included and what results to expect.	☐	☐	☐
4	**Ask an AI tool: "Which firms should I consider for [key search]?" Your firm is named** Repeat for each key search.	☐	☐	☐
5	**Ask: "What does [your firm] specialize in?" The answer is specific and correct** A vague answer that could describe any firm doesn't count.	☐	☐	☐
6	**When an AI tool names you, it links to your own website** Not only to a directory or an old profile.	☐	☐	☐
7	**Your website has case studies with measurable results, typed on the page** The client's problem, what you did, and the result in numbers.	☐	☐	☐
8	**Your team leaders are named on your site, with bios** Including certifications, talks and what they're known for.	☐	☐	☐
9	**Your firm is described the same way everywhere** Your website, LinkedIn, partner directories and review sites.	☐	☐	☐
10	**Your site has structured data and lets AI tools read it** Ask your web team, or run the free AI Visibility Check, which tests this.	☐	☐	☐

Your total _____ / 20

5 What your score means

16–20

Easy to find on both

Keep your case studies up to date and do this check again every three months.

8–15

Strong on one, weak on the other

Usually Google finds you, but AI tools describe you vaguely. Checks 7 to 10 fix that.

0–7

Missing from buyers' shortlists

Buyers are choosing firms without seeing yours. Start with one service page for each key search.

What to do next

Run the free AI Visibility Check
Go to digivino.com/ai-visibility-check. It tests check 10 for you and shows what ChatGPT, Gemini and Perplexity say about your firm.

Fix one service page
Write or rewrite the page for your most important key search, and add a case study.

Book a complimentary 15-minute call
Go to digivino.com/book and bring your score. We'll look at your Google results and AI answers together.

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