



FREE RESOURCE · NO. 3 IN THE SERIES

The AEO Scorecard

A 25-point self-audit: can ChatGPT, Perplexity, and Google's AI Overviews find, understand, and recommend your brand? Score yourself in 30 minutes.

promptlymarket.com

Companion to: The AEO Scorecard framework - promptlymarket.com/the-aeo-scorecard/

How to score yourself

There are 25 checks across 5 categories. For each one: give yourself 4 points for a clear YES, 2 points for 'partly', 0 for NO or 'don't know' (don't-know counts as no - if you can't verify it, neither can a machine).

Be harsh. This scorecard only helps if the score is honest. Where a check says 'ask an AI engine', actually open ChatGPT or Perplexity and ask - don't guess.

Total is out of 100. Re-run the audit monthly; the score moving matters more than the score itself.

Reading your score

0-40	Invisible	AI engines either can't read you or have no reason to mention you. Start with Findability + Answer-readiness - they're the fastest wins.
41-70	Present but not preferred	You show up sometimes, cited rarely. Citability is usually the gap: add original data, schema, and direct answers.
71-88	Citable	Engines can quote you. Now it's an authority game - mentions, freshness, and consistency push you into answers.
89-100	Recommended	You're the answer. Protect it: keep pages fresh and re-audit monthly, because AEO rankings shift faster than SEO ever did.

1. Findability

Can answer engines reach and read you at all?

- ☐ 01. Your site loads its main content without requiring JavaScript (view source: is the text there?)

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 02. robots.txt does not block AI crawlers (GPTBot, PerplexityBot, ClaudeBot, Google-Extended)

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 03. Every important page is in your XML sitemap - and no dead or moved pages are

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 04. Key pages return proper status codes (200 for live, 301 for moved, 404 for gone - no fake redirects)

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 05. Site loads in under ~3 seconds on mobile (crawlers time out on slow pages)

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

Findability subtotal (max 20): _____

2. Answer-readiness

Is your content shaped like answers, not essays?

- ☐ 06. Your key pages open with a direct 40-60 word answer to the main question they target

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 07. Headers are question-shaped (H2s a real buyer would actually type or ask)

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 08. One page = one clear question/topic (no 'everything about us' mega-pages)

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 09. Definitions, steps, and comparisons use lists and tables, not buried paragraphs

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 10. An FAQ section exists on money pages, answering real objections in 2-3 sentences each

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

Answer-readiness subtotal (max 20): _____

3. Citability

Would an AI trust you enough to quote you?

- ☐ 11. Your claims carry specific numbers, dates, and named sources (not 'studies show')

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 12. You publish at least some original data, examples, or frameworks that exist nowhere else

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 13. Structured data (FAQ, Article, Organization schema) is present and validates

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 14. Content shows a dated author/publisher and a last-updated date

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

- ☐ 15. No AI-detectable fluff: every section says something a competitor's page doesn't

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

Citability subtotal (max 20): _____

4. Entity clarity

Does the machine know exactly who you are?

- ☐ 16. Your brand name is used consistently everywhere (one spelling, one form)
Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____
- ☐ 17. One clear sentence on your homepage states what you are, for whom, in plain words
Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____
- ☐ 18. Organization schema ties together your name, logo, site, and social profiles
Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____
- ☐ 19. Your About page connects your brand to the topics you want to be known for
Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____
- ☐ 20. Search your brand name in ChatGPT/Perplexity: the description that comes back is correct
Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

Entity clarity subtotal (max 20): _____

5. Authority signals

Is anyone else telling machines you matter?

☐

21. Other credible sites in your niche link to or mention your brand

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

☐

22. Your brand appears in at least a few third-party lists, reviews, or comparisons

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

☐

23. You're present (consistently named) on the platforms AI engines cite most in your niche

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

☐

24. Content is fresh: your key pages have been meaningfully updated in the last 6 months

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

☐

25. Ask an AI engine your top 3 buyer questions: you appear in at least one answer

Score: YES = 4 PARTLY = 2 NO / DON'T KNOW = 0 _____

Authority signals subtotal (max 20): _____

Your total: _____ / 100

Whatever you scored, the playbook for fixing each category - with the reasoning behind every check - is in the full AEO Scorecard framework article, free on the site. It's one of 8 named systems in the Promptly Market frameworks library.

promptlymarket.com/the-aeo-scorecard