

What Does ChatGPT Say About You?

The 5-Minute Self-Check That Reveals Your AI Reputation

Free Guide by **AEO-REX** — UK's First AEO Consultancy

No email required. No catch. Just awareness.

The Wake-Up Call

60% of people now ask AI for recommendations instead of using Google.

Think about what that means for a moment.

When someone asks ChatGPT *"Who's the best [your profession] in [your city]?"* — are you mentioned?

When a recruiter asks *"Tell me about [your name]"* — what does AI say?

When a potential customer asks *"Recommend a [your service] near me"* — do you even exist to AI?

This guide shows you exactly how to find out.

Why This Matters

- **AI search is growing 25% year-on-year** — traditional Google usage is declining
- **By 2026, 60% of searches will be AI-powered**
- If AI doesn't know you exist, **you're invisible to a growing majority of searchers**
- Your competitors who ARE visible to AI are capturing *your* potential customers

The 5-Minute AI Mirror

Follow these five steps to discover exactly how AI sees you. Copy each prompt into ChatGPT, Claude, or Perplexity and record what you find.

Step 1: Personal Reputation Check

Open ChatGPT, Claude, or Perplexity and type:

```
"What do you know about [Your Full Name]?"
```

Green Flags:

- ✓ AI knows your profession/industry
- ✓ AI mentions your company or notable work
- ✓ AI cites specific achievements or expertise

Red Flags:

- ✗ "I don't have specific information about..."
- ✗ AI confuses you with someone else
- ✗ AI provides outdated or incorrect information

Step 2: Professional Standing Check

Test whether AI recommends you in your field:

```
"Who are the top [your profession]s in [your city]?"
```

What to look for:

- Are you mentioned at all?
- What position are you in the list?
- Who ARE the competitors being mentioned instead?

Step 3: Business Visibility Check

If you have a business, check its AI presence:

```
"What can you tell me about [Your Business Name]?"
```

Green Flags:

✓ AI describes your services accurately
✓ AI mentions your location, specialities, or unique selling points

Red Flags:

✗ AI has no information about your business
✗ AI confuses your business with another

Step 4: Competitor Comparison

See how you stack up against competitors:

```
"Compare [Your Name/Business] with [Competitor Name]"
```

This reveals: How much AI knows about each of you, who AI perceives as the authority, and what unique attributes AI associates with each.

Step 5: The Recommendation Test

The ultimate test — will AI recommend you?

```
"I need a [your service]. Who would you recommend in [your area]?"
```

If you're not in this list, you're losing business to competitors who are. It's that simple.

Score Yourself

Based on your results, tick what applies:

- ☐ AI knows my name (1 point)
- ☐ AI knows what I do / my profession (2 points)
- ☐ AI mentions my business or notable work (2 points)
- ☐ AI recommends me for relevant queries (3 points)
- ☐ AI cites me as an authority in my field (2 points)

Your Total: _____ / 10

What Your Score Means

0-3 Points	**AI Invisible** — Urgent action needed. You don't exist to AI searchers.
4-6 Points	**AI Aware** — AI knows you exist but doesn't recommend you. Room for improvement.
7-9 Points	**AI Visible** — Good foundation. Fine-tuning can push you to authority status.
10 Points	**AI Authority** — You're dominating. Maintain and expand your advantage.

What To Do Next

Regardless of your score, here are quick wins anyone can implement:

1. **Update Your LinkedIn** — AI heavily references LinkedIn. Make sure your headline, about section, and experience are clear, factual, and keyword-rich.
2. **Create a Personal Website** — Even a simple one-page site with your name, what you do, and your achievements gives AI a source to cite.
3. **Get Mentioned on Authoritative Sites** — Guest posts, interviews, industry directories, and press mentions all help AI understand your authority.
4. **Structure Your Content for AI** — Use clear headings, bullet points, and direct answers to common questions. AI prefers content it can easily parse.
5. **Claim Your Google Business Profile** — For local businesses, this is essential. Keep it updated with accurate information, photos, and reviews.

Remember: AI visibility compounds. The sooner you start, the harder you'll be to catch.

Want To Go Deeper?

This guide gives you awareness. But awareness alone doesn't get you cited by AI.

If you want to go from AI Invisible to AI Authority, that's where we come in.

About AEO-REX

AEO-REX is the UK's first dedicated Answer Engine Optimisation consultancy. We help individuals and businesses become the answer when AI gets asked questions about their industry.

We don't just do SEO. We make you citation-worthy to ChatGPT, Claude, Perplexity, and Google's AI.

Free Resources

- **Free AI Visibility Check:** aeo-rex.com
- **Free Tools:** tools.aeo-rex.com
- **Lost Revenue Calculator:** See how much invisible revenue you're losing

Our Packages

- **The Wake-Up Call (£99)** — Full audit and roadmap
- **The Guided Takeover (£397)** — We guide every step
- **Done-For-You Domination (£697/mo)** — We handle everything



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No email required. No catch. Just awareness.

Evolve or Become Extinct

The businesses that adapt to AI search will thrive. The rest will wonder where their customers went.

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