



Ritik Namdev

Free Prompt pack

20 Prompts to See How ChatGPT, Gemini and Perplexity Describe Your Brand

Copy, paste, swap in your brand. Twenty prompts that show whether AI recommends you, what it gets wrong, and who it picks instead.

You get 20 ready prompts in five groups plus a simple log to record the answers. Run them in three AI tools and you'll know where you're missing, misquoted or losing to a competitor.



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How to use it

1. Replace [BRAND], [CATEGORY], [CITY] and [COMPETITOR] with your own words.
 2. Run each prompt in a fresh chat, logged out or in a private window, with web search on, in ChatGPT, Gemini and Perplexity.
 3. Copy the answer and the cited links into the log template. Repeat once a month and compare.
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Group 1: Do they recommend you at all?

Ask like a buyer who has never heard of you. Don't mention your brand.

Top 3 in your city

Who are the top three [CATEGORY] businesses in [CITY]? Give a one-line reason for each and list your sources.

The most important prompt. If you're not named, the rest of this pack tells you why.

Best for a specific need

I need a [CATEGORY] for [SPECIFIC NEED, e.g. small budget / same-week start]. Which companies would you recommend and why?

Buyers ask narrow questions. Try 3 different needs you serve well.

Shortlist

Make a shortlist of 5 [CATEGORY] options for a [CUSTOMER TYPE]. Include price range and who each is best for.

Note whether the price ranges match reality.

Alternatives

What are good alternatives to [COMPETITOR]?

If you're not in the alternatives list for your main rival, that's a gap to fix with a comparison page.

Beginner question

I'm new to this. How do I choose a good [CATEGORY]? Which ones should I look at first?

Shows which brands AI uses as examples when it teaches.

Group 2: Does it know the facts about you?

Basic profile

What is [BRAND]? Who runs it, where is it based, when was it founded and what does it offer?

Check every fact. Wrong answers usually trace back to an old page or listing.

Pricing

How much does [BRAND] cost? Give the most recent pricing you can find and the source.

Buyers ask about price constantly. If AI says 'no pricing available', publish a pricing page, even 'starts from'.

Services

List every service or product [BRAND] offers.

Missing services usually mean you don't have one page per service.

Contact and location

How do I contact [BRAND], and which areas does it serve?

Compare with your Google Business Profile. They should match exactly.

Source check

Where did you get your information about [BRAND]? List each source URL.

Tells you which pages AI actually reads about you. Fix those first.

Group 3: What do people say about you?

Complaints

What do customers complain about with [BRAND]?

Uncomfortable, but this is where the useful fixes are. Check whether the complaints are real or outdated.

Strengths

What is [BRAND] known for? What do customers like most?

If the strengths are vague, your site and reviews probably are too.

Trust

Is [BRAND] legit and trustworthy? What's the evidence?

Look at which evidence it uses: reviews, press, years in business.

Reviews summary

Summarise the reviews of [BRAND] across Google, [REVIEW SITE] and forums.

If it can't find reviews, ask happy customers for one on your Google Business Profile.

Group 4: How do you compare?

Head to head

Compare [BRAND] with [COMPETITOR] on price, quality, support and who each is best for.

Note where the comparison is wrong. That's the page you need to write.

Why not you

Why might someone choose [COMPETITOR] over [BRAND]?

Shows the objection AI repeats to your buyers.

Category leader

Which brand is the leader in [CATEGORY] in [COUNTRY/CITY], and why?

Find out what reasons AI gives the leader. Those are the signals to build.

Group 5: What should you fix?

Missing info

What information about [BRAND] is missing or unclear online that a buyer would want before buying?

Turn each item into a page section or FAQ.

Content gaps

What questions do people ask about [CATEGORY] that [BRAND]'s website doesn't answer?

Add answers to your FAQ in customers' words, direct answer first.

Recommend us when

In what situations would you recommend [BRAND]? In what situations would you not?

Tells you the positioning AI has picked up. If it's wrong, your homepage isn't clear.

Answer log template

Monthly AI brand log (paste into a sheet)

Date | Tool (ChatGPT / Gemini / Perplexity) | Search on? | Prompt # | Were we named? (Y/N) | Position (1st, 2nd...) | Competitors named | Wrong facts | Cited URLs | Fix to make
2026-11-01 | Perplexity | Y | 1 | N | - | A, B, C | - | site1.com, site2.com | Get listed on site1 'best of' page

Answers change from run to run. Run prompt 1 three times per tool and count how often you appear, rather than trusting one answer.

Where to run the prompts

1

ChatGPT (<https://chatgpt.com/>)

Free plan available; search included

OpenAI's assistant. With search on, it reads live pages and shows sources.

Best for: The tool most buyers try first

2

Gemini (<https://gemini.google.com/>) Free with a Google account

Google's assistant, connected to Google Search.

Best for: Seeing Google's AI view of you outside the results page

3

Perplexity (<https://www.perplexity.ai/>) Free plan available

Answer engine that searches the web in real time and shows numbered citations.

Best for: Seeing exactly which pages get cited

4

Google AI Mode (<https://www.google.com/search?udm=50>)

Free; availability depends on country

Google Search's conversational AI mode.

Best for: Prompts with 'near me' or a city

5

Microsoft Copilot (<https://copilot.microsoft.com/>) Free

Microsoft's assistant, grounded in Bing.

Best for: Seeing how a Bing-based assistant describes you

Featured pick

theStacc

theStacc's analytics combine Search Console and GA4 and track visits from AI assistants, so after you fix what these prompts reveal you can see whether AI-referred visits actually go up. It is paid (3-day free trial), not a free tool.

Disclosure: I work at theStacc as a product growth marketer, so I am biased. Compare it against the free options on this page and pick what fits you.

Sources

- Perplexity: How does Perplexity work? — <https://www.perplexity.ai/hub/faq/how-does-perplexity-work>
- OpenAI: Overview of OpenAI crawlers — <https://developers.openai.com/api/docs/bots>

- Google Search Central: AI features and your website — <https://developers.google.com/search/docs/appearance/ai-features>
- Google Business Profile Help: Tips to improve your local ranking — <https://support.google.com/business/answer/7091>

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Every week I send one practical SEO + AI search lesson to founders. You're already on the list.

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<https://ritiknamdev.com/resources/ai-brand-prompts/>