



Ritik Namdev

Free Tool list

7 Ways to Check If AI Knows Your Brand (Prompts + Tracking Sheet)

Seven free tests for ChatGPT, Gemini, Perplexity and Copilot, the exact prompts, and a sheet to log every answer.

Seven tests that show what AI tools say about your business, whether they name you, and which sources they trust. Run them once today and once a month after, and the gaps become your fix list.



Ritik Namdev

SEO since 2018 · I help founders get customers from Google + AI search
ritiknamdev.com · Updated 2026-10

How to use it

1. Use a logged-out or private browser window where you can, so past chats don't colour the answers.
 2. Run the 7 tests in order and paste every answer and source into the tracking sheet.
 3. Repeat on the same day each month with the same prompts, so changes mean something.
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The 7 tests

1 1. Brand test (ChatGPT)

Ask: 'What is {brand}? What do they sell, where are they based, and what do they cost?' Mark each fact right, wrong or missing.

2 2. Category test (Perplexity)

Ask: 'What is the best {service} in {city}?' or 'best {product type} for {audience}'. Are you named? Which position? Perplexity numbers its sources, so copy them all.

3 3. Competitor test (any tool)

Ask: 'Why would someone choose {competitor} over {brand}?' This one stings. The reasons it gives are what the web says you lack.

4 4. Google test (AI Overviews / AI Mode)

Search your top 5 buyer questions on Google. Note whether an AI Overview appears and which sites it links. Repeat in AI Mode if it's available in your country.

5 5. Gemini and Copilot test

Run tests 1 and 2 in Gemini and Microsoft Copilot. Different tools use different sources, so answers often differ.

6

6. Access test

Check your robots.txt allows OAI-SearchBot and PerplexityBot (both are the crawlers their makers say control appearing in search answers), and that key facts are in plain HTML text. A free checker does this in a minute (see tools below).

7

7. Traffic test

In Google Analytics 4, open Reports > Acquisition > Traffic acquisition, set the dimension to Session source and look for chatgpt.com, perplexity.ai, gemini.google.com and copilot.microsoft.com. Some AI visits arrive without a referrer, so treat this as a floor.

Free tools to run the tests

1

ChatGPT (<https://chatgpt.com/>) Free plan includes search (usage limits apply)

Answers with web search and a Sources list when it searches.

Best for: Tests 1 and 3

Ritik's note: If it doesn't search on its own, ask it to search the web, so you see live sources.

2

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

AI answer engine that cites numbered sources for every answer.

Best for: Test 2 and reading sources

3

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

Google's AI assistant.

Best for: Test 5

4

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

Microsoft's AI assistant, grounded in Bing.

Best for: Test 5

5

theStacc AI Visibility Checker (<https://thestacc.com/tools/ai-visibility-checker/>)

Free · no signup

Fetches your page as several AI crawlers and a normal browser, checks robots.txt rules per AI bot, text before JavaScript, noai/nosnippet tags, llms.txt and structured data.

Best for: Test 6

Ritik's note: It checks whether AI can read your site, not whether AI mentions you. Pair it with tests 1–5.

6

Bing Webmaster Tools (<https://www.bing.com/webmasters>) Free

Bing's free site console. Trade press reports an AI Performance report (public preview since Feb 2026) showing how often Copilot and Bing AI cite your pages.

Best for: Seeing AI citations directly

7

Google Search Console (<https://search.google.com/search-console/about>) Free

AI Overviews and AI Mode traffic is included in the Performance report under the Web search type (not split out).

Best for: Checking pages are indexed and snippet-eligible

Featured pick

theStacc

theStacc's free AI Visibility Checker shows whether AI crawlers can reach and read your pages, with no signup. Its paid plans add analytics that break down visits from AI assistants like ChatGPT, Perplexity and Gemini.

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.

Tracking sheet

Copy into Google Sheets (one row per prompt per tool)

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Date | Tool | Test # | Prompt (exact) | Named? (Y/N) | Position | Facts wrong | Sources cited (URLs) | Competitors named | Fix to do
2026-11-01 | ChatGPT | 1 | What is {brand}? ... | Y | - | old price | site.com/a, site.com/b | - | update pricing page
2026-11-01 | Perplexity | 2 | Best {service} in {city}? | N | - | - | ... | Comp A, Comp B | get listed on source #2
```

Keep the prompt text identical every month. Change one word and you can't compare.

Turn the gaps into a fix list

What you saw	Likely cause	Fix
Wrong facts about you	Old or conflicting info on your site or listings	Update your site first, then the listings it cited
Not named in category answers	Not on the pages AI cites for that category	Get listed or mentioned on the cited sources
Competitor praised for X	The web documents their X, not yours	Publish a clear page on your X and earn a review that mentions it

What you saw	Likely cause	Fix
No sources from your site at all	Crawler blocked or content hard to read	Re-run test 6 and fix access
No AI referrals in GA4	Low visibility, or visits without referrer	Keep testing monthly. Don't judge from one month

Sources

- OpenAI: Overview of OpenAI crawlers — <https://developers.openai.com/api/docs/bots>
- Perplexity: Perplexity crawlers — <https://docs.perplexity.ai/guides/bots>
- Google Search Central: AI features and your website — <https://developers.google.com/search/docs/appearance/ai-features>
- theStacc: AI Visibility Checker — <https://thestacc.com/tools/ai-visibility-checker/>
- Search Engine Land: Bing Webmaster Tools testing new AI Performance report — <https://searchengineland.com/bing-webmaster-tools-testing-new-ai-performance-report-468039>
- Google Analytics Help: Traffic acquisition and source dimensions — <https://support.google.com/analytics/answer/1033173>

Want the next one?

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

Follow along on Instagram and YouTube **@ritiknamdev**.

<https://ritiknamdev.com/resources/ai-visibility-test-kit/>