

What AI says about you.

Ten questions to ask the AI assistants about your business, a log for every answer, and a ledger to find where each wrong fact comes from.

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HOW TO RUN IT

01

Fill in the blanks

Replace [business], [city], [service] and [main competitor] with your own. Write question 9 the way a customer would describe their problem to a friend.

02

Ask in a clean session

Private window, logged out where the assistant allows it, no earlier chat in the thread. Signed-in assistants can mix your own history in.

03

Ask each question three times

The same question gets different answers from one run to the next. Log every run, then count. One answer proves very little.

04

Fill the ledger

For each fact, write what your website, each listing and the AI answers say. Every row that disagrees is a fix.

05

Fix the source, then re-check

Correct the listing or page the wrong fact came from. Ask the same questions again a month later, the same way.

THE TEN QUESTIONS

#	TYPE	ASK	WHAT TO CHECK
Q1	By name	What is [business] in [city]?	Does it find you at all, and is it you, not a business with a similar name?
Q2	By name	Is [business] in [city] any good? What do reviews say?	Which review sites it quotes, whether the rating and count are current, and any caution it adds.
Q3	By name	What are the address, phone number and hours for [business] in [city]?	Every digit against your live website and Google profile, including holiday and weekend hours.
Q4	By name	What services does [business] offer, and what doesn't it do?	Services you dropped, services you never offered, and the ones it leaves out.
Q5	By name	Who owns or runs [business], and how long has it been in business?	Names, titles, credentials and the founding year. These drift the most between listings.
Q6	By name	How much does [business] charge for [service]?	Old prices, invented prices, or a competitor's prices attached to your name.
Q7	Best-of	Who is the best [service] provider in [city]?	Whether you're named, where you sit in the list, and which sites the answer cites.
Q8	Who to hire	Which [service] provider in [city] should I hire for [a job you want more of]?	Whether you're named for the work you want, not only the work you're known for.
Q9	Problem	[Your customers' most common problem, in their words]. What should I do, and who in [city] can help?	Whether the answer names anyone, and if it names someone else, why.
Q10	Comparison	Should I choose [business] or [main competitor] for [service] in [city]?	Whether the comparison uses true facts about you, and where it got them.

Assistants to check: ChatGPT, Gemini, Perplexity, Google AI Mode, Google AI Overviews, Microsoft Copilot, Claude. Start with the ones your customers use. Questions 1 to 6 name you and test accuracy. Questions 7 to 10 don't, and test whether you get named at all.

The check log.

One row per run. Write down every wrong fact word for word, and every site the answer cites. Count at the end, not as you go.

PAGE 2 OF 3

The full grid (every question, assistant and run) is in the check log CSV on the page. Answers vary from run to run, so compare counts from the same questions asked the same way, a month apart.

The listing-accuracy ledger.

One fact per row. Write what each source says. When two cells disagree, the AI answers have two versions to choose from. Make every source match the true one.

PAGE 3 OF 3

FACT	YOUR WEBSITE	GOOGLE BUSINESS PROFILE	BING PLACES	APPLE BUSINESS CONNECT	YELP	FACEBOOK	BBB	DIRECTORY FOR YOUR FIELD	WHAT AI SAID	THE ONE TRUE VALUE
Business name (exact spelling)										
Street address and suite										
Main phone number										
Hours, including weekends										
Website address										
Services offered										
Service area or cities served										
Year founded or years in business										
Owner or lead professional										
License or credential numbers										
Price range										
Rating and review count										

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Want me to run it for you? Send your website and your market. I'll send back what each AI assistant says about you, what's wrong and where it comes from. Free, written by me.

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