

AI VISIBILITY FOR MID-SIZED BUSINESSES

Visibility in AI systems

A practical test for mid-sized companies, service providers and trades businesses — ready to tick off.

More and more customers no longer turn only to Google, but to AI systems, search assistants and answer engines. There, providers appear not as a list of results but as a direct recommendation, summary or comparison. For companies, this raises a new question:

THE DECISIVE QUESTION

Is our company even understood, correctly classified and recommended in AI-generated answers?

AI visibility check — a self-assessment across five dimensions

● well prepared ● room to improve ● needs attention

Content

● ● ●

Industry fit

● ● ●

Trust

● ● ●

Technical

● ● ●

Leads

● ● ●

1 Company profile

Is it clear what your company stands for?

- ☐ Our website clearly explains what we offer
- ☐ Target groups, industries and areas of use are named specifically
- ☐ Locations and service areas are stated unambiguously
- ☐ Specialisations are publicly visible, not just known internally

3 Industry relevance

Does your website speak your customers' language?

- ☐ Content uses the everyday language of your target customers
- ☐ Typical enquiries, bottlenecks and workflows are described
- ☐ Examples feel practical rather than generic
- ☐ Empty buzzwords with no operational context are avoided

5 Trust signals

Enough evidence of expertise and credibility?

- ☐ Company, legal form and contact details are clearly identifiable
- ☐ Your approach and method are explained transparently
- ☐ Expert articles, case examples or checklists are available
- ☐ No exaggerated promises or invented results

7 Regional presence

Is your company clearly findable in its region?

- ☐ Location and service area are clearly stated
- ☐ Google Business Profile and website are consistent
- ☐ Address, phone number and company details are consistent
- ☐ Reach (local, regional, nationwide, DACH) is explained

2 Service pages

Described the way customers actually ask?

- ☐ Every key service has its own, easy-to-understand page
- ☐ Typical customer situations are explained
- ☐ Common customer questions are answered
- ☐ The next step for prospects is clearly visible

4 Question-and-answer structure

Does your content answer real decision-making questions?

- ☐ Typical questions asked before a first conversation are answered
- ☐ Meaningful FAQ sections are in place
- ☐ Benefits, limits, prerequisites and process are explained
- ☐ Answers appear in the text, not only in graphics or downloads

6 Technical readability

Can AI systems read and process your content?

- ☐ Clear H1/H2/H3 structure; content as text in the HTML
- ☐ FAQ and service pages marked up with structured data
- ☐ Meaningful page titles and meta descriptions
- ☐ The website loads reliably and works on mobile

8 Lead qualification

Does your content help generate better enquiries?

- ☐ Content helps customers understand their own needs
- ☐ Clear entry points: initial check, consultation, potential analysis
- ☐ Calls to action are specific, not just "Get in touch"
- ☐ Forms capture the relevant information

● Many ticks

Well prepared to be represented correctly in AI systems.

● Some ticks

The basics are in place — sharpen content, structure and industry relevance.

● Few ticks

Likely only partly understood — a structured visibility analysis is advisable.

NEXT STEP · KRAMBERGAI AI VISIBILITY CHECK

Have your AI visibility assessed

The structured starting point for companies that want to be represented accurately across AI search, answer engines and traditional search engines — and receive better enquiries from the right prospects.

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