

The AI Visibility Scorecard

A diagnostic for Answer Engine Optimization · by Erik R. Miller

WHY THIS EXISTS

Your buyers research vendors with AI before they ever contact you. Forrester's Buyers' Journey Survey (2025) found that more B2B buyers name generative AI as their most meaningful source of information than any other channel. This scorecard tells you whether the machine advising your buyer can find you, describe you accurately, and recommend you.

Score it with your marketing and web leads. Each unchecked box is a gap in one of the four layers of the AI Visibility Architecture. The layer it sits in tells you where to start.

THE FOUR LAYERS

1 Entity Foundation

Be a resolvable, consistent entity in the knowledge graphs models read.

2 Citable Substance

Original POV, definitions, data, and comparisons a model can lift as an answer.

3 Corroboration Network

Reviews, analyst and press mentions, and trusted communities that confirm your claims.

4 Machine Legibility

Schema, clean HTML, FAQ and HowTo markup, crawlable and current pages.

THE METRIC: SHARE OF MODEL

Share of Model is the percentage of relevant buyer questions where AI engines cite or recommend you. Track citation frequency, description accuracy, and assisted pipeline on a regular cadence. The full methodology will be released as a dedicated ERM Advisory framework.

RESEARCH & SUPPORTING EVIDENCE

- › Forrester, Buyers' Journey Survey (2025) www.forrester.com
- › Gartner, B2B buyer research (2025–2026) www.gartner.com
- › McKinsey, B2B Pulse (2024) www.mckinsey.com
- › Google, AI in Search (2025) blog.google

The AI Visibility Scorecard

Ten questions · score your AI Visibility Gap

SCORE YOUR TEAM

- | | | |
|--------------------------|--|------------------|
| <input type="checkbox"/> | We have asked the major engines our top buyer questions in the last 30 days and recorded who they named. | BASELINE |
| <input type="checkbox"/> | When we are mentioned, the model describes our category, product, and ideal customer correctly. | ACCURACY |
| <input type="checkbox"/> | We are described consistently across our site, LinkedIn, and review platforms. | LAYER 1 |
| <input type="checkbox"/> | A named, credible person stands behind our published expertise. | LAYER 1 |
| <input type="checkbox"/> | Our high-intent pages front-load clear answers a model could lift verbatim. | LAYER 2 |
| <input type="checkbox"/> | We have at least one original framework, dataset, or POV competitors cannot copy. | LAYER 2 |
| <input type="checkbox"/> | We run an active program to earn reviews, mentions, and independent coverage. | LAYER 3 |
| <input type="checkbox"/> | Our key pages use clean structure and schema and are crawlable by AI systems. | LAYER 4 |
| <input type="checkbox"/> | One named owner is accountable for AI visibility, with a defined metric. | OWNERSHIP |
| <input type="checkbox"/> | We track Share of Model on a cadence and report it to leadership. | MEASURE |

HOW TO READ YOUR SCORE

0–3 checked: a wide AI Visibility Gap. You are losing shortlist appearances now. Start at Layer 1.
4–6 checked: partial coverage. Prioritize Citable Substance and the Corroboration Network.
7–10 checked: strong. Refine, protect accuracy, and defend your Share of Model.

FRAMEWORK & LINKS

- › Canonical framework: AI Visibility Architecture erikmiller.com/frameworks/ai-visibility-architecture
- › Related framework: AI Buying Committee erikmiller.com/frameworks/ai-buying-committee
- › Author: Erik R. Miller erikmiller.com/about
- › ERM Advisory erikmiller.com