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FREE CHECKLIST · KINETIC PENCIL

Steps to get your brand cited by AI

Answer engines hand buyers one synthesized response and name only a few sources. Work through this list to make sure yours is one of them.

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COMPANION TO THE VIDEO + ARTICLE

STEPS 1–5
The five steps from the video. Fast and structural first, then the ones that compound over weeks.

STEPS 6–7
Two more from the full article: proof that earns preference, and the measurement loop.

ORDER MATTERS
Work top to bottom. An unparseable page with great authority signals still won't get read.

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01 Make sure bots can read you

A page that only resolves with JavaScript, or blocks the crawler, is invisible no matter how good it is.

- [ ] Check **robots.txt** for rules that block answer-engine crawlers (for example GPTBot, OAI-SearchBot, PerplexityBot, ClaudeBot). Allow the ones you want to be cited by.
- [ ] Confirm your CDN, firewall or security plugin isn't blocking those bots at the server level.
- [ ] View your key pages with JavaScript turned off. The main answer, headings and body copy should all still be in the HTML.
- [ ] Make sure important pages aren't set to **noindex** and are listed in your XML sitemap.
- [ ] Keep core content out of tabs, accordions or images that only load on interaction.

02 Build content for conversational queries

Buyers ask answer engines full questions. Open each page with a direct, self-contained answer an engine can lift without context.

- [ ] List the real questions buyers ask in your category, phrased the way they'd type them into ChatGPT ("what's the best tool for X?").
- [ ] Match one page, or one clear section, to each question.
- [ ] Answer in the **first one or two sentences**. Save the buildup for after.
- [ ] Make the answer stand on its own: name the subject instead of "it" or "this," and don't rely on the paragraph above.
- [ ] Use question-style headings where they fit, so the question and answer sit next to each other.

03 Structure for extractable chunks

The easier a passage is to quote, the more likely it gets quoted.

- [ ] Use one H1 and a clean **H2/H3 hierarchy** that reads like an outline of the page.
- [ ] Keep each section about one idea, short enough to quote on its own.
- [ ] Write short definitional sentences: "X is..."
- [ ] Turn steps, options and comparisons into tight lists or tables.
- [ ] Add an FAQ section for the follow-up questions buyers ask next.

04 Become a recognized entity

Consistent name, description and facts across your site, schema and the web, so the model resolves you to a known thing and not an ambiguous string.

- [ ] Write one standard brand description and use it everywhere: site, social bios, directories.
- [ ] Use the same name, spelling and key facts on every page and profile.
- [ ] Add **Organization schema** (and Person schema for named experts) with sameAs links to your official profiles.
- [ ] Make your About page say plainly who you are, what you do and who you serve.
- [ ] Clean up outdated or conflicting listings and profiles.

05 Earn corroboration

Models weight claims they can verify in more than one place, so get your key facts echoed by credible third parties.

- [ ] Pick the three to five facts you most want AI to repeat about you.
- [ ] Find where those facts already appear off your site, and where they're missing.
- [ ] Pursue mentions on credible third-party sources: industry publications, podcasts, partner sites, reputable directories and reviews.
- [ ] Keep the wording of those facts consistent wherever they show up.

Highest-leverage and slowest. Start this one now, alongside steps 1–4.

FROM THE FULL ARTICLE

06 Add citable proof

Original data, concrete examples and named expertise give an engine a reason to prefer you over a generic source.

- [ ] Publish something only you can say: original data, a method, a framework or a point of view.
- [ ] Use concrete examples with specifics instead of general claims.
- [ ] Put a named author with real credentials on every key page.
- [ ] Show sources and dates on any numbers you publish.

07 Measure and iterate

Build a prompt set, track who gets named, and close the gaps prompt by prompt. Re-test monthly as indexes refresh.

- [ ] Write a fixed set of category prompts your buyers would actually ask.
- [ ] Run them in the engines your buyers use (for most B2B audiences: ChatGPT, Perplexity and Google AI Overviews).
- [ ] Record who gets named or linked in each answer. Your **share of citation** is the percentage of answers that name you.
- [ ] For each prompt where a competitor is named and you aren't, note the fix and the step it belongs to.
- [ ] Re-test monthly.

PROMPT	ENGINE	NAMED?	WHO WAS NAMED	FIX



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