Check what AI says about your business

A free, printable worksheet. Ask 3 AI assistants the questions your customers ask, then check who they name and whether your details are right.

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What you need

- This page printed, and a pen. A notes app works too.
- Your correct details: name, address, phone, hours and main services.
- 3 free AI assistants, listed in step 2.

Step 1: Write down the right answers

You will compare every AI answer with these.

Your business, as it should appear

Business name	
Your type of business, in the words customers use (like plumber or coffee shop)	
Your town or city, then your country (like Leeds, UK or Dayton, Ohio, USA)	
Address	
Phone number	
Hours	
Main services	
Website	
Category on your listings	

Step 2: Pick your assistants

Ask these 3. All have a free version, and Copilot works without an account.

ChatGPT

Use the ChatGPT app or website. Start a new chat for each question.

Google Search (AI Overviews and AI Mode)

Use google.com or the Google app. Search the question. Note the AI Overview, an AI summary in the results, if one appears. Then ask the same question in AI Mode.

Microsoft Copilot

Use copilot.com or the Copilot app.
If you have time, add these 2:

Gemini

Use gemini.google.com or the Gemini app. Its answers about places use Google Maps. They need you to be signed in, with the Keep Activity setting on.

Siri and Apple Maps

Use an iPhone. Ask Siri the question, and search for your type of business in Apple Maps.

- Why we left out Perplexity

> We left out Perplexity. Its terms of service do not allow using it to “monitor, extract, copy or collect information”, including by “any manual process”. We think that covers this worksheet.

Step 3: Ask each question

Fill in the brackets with your own details. Type each question the same way into every assistant. Start a new chat for each one. Name your town every time, so the answer is about the right place.

1. Who gets recommended
   “Who is the best [your type of business] in [your town]?”

2. A real job
   “I need a [your type of business] in [your town] to [a common job you do] this week. Who should I call?”

3. Hours
   “Which [your type of business] in [your town] is open on [a day and time you are

open]?"

4. How you're described
   "Tell me about [your business name] in [your town]."
5. Your contact facts
   "What are the address, phone number and hours of [your business name] in [your town]?"
6. What people say
   "What do customers say about [your business name] in [your town]?"

Step 4: Write down what you see

Fill in one row for each assistant. Write down what the answer says, even when it is wrong. Take a screenshot if you want to show someone later.

Question 1: Who gets recommended

Assistant	Named you? (1st, 2nd... or no)	Anything wrong about you	Who it named instead	Sources it showed
ChatGPT				
Google Search				
Microsoft Copilot				
Other:				

Question 2: A real job

Assistant	Named you? (1st, 2nd… or no)	Anything wrong about you	Who it named instead	Sources it showed
ChatGPT				
Google Search				
Microsoft Copilot				
Other:				

Question 3: Hours

Assistant	Named you? (1st, 2nd… or no)	Anything wrong about you	Who it named instead	Sources it showed
ChatGPT				
Google Search				
Microsoft Copilot				
Other:				

Question 4: How you're described

Assistant	Named you? (1st, 2nd… or no)	Anything wrong about you	Who it named instead	Sources it showed
ChatGPT				
Google Search				
Microsoft Copilot				
Other:				

Question 5: Your contact facts

Assistant	Named you? (1st, 2nd… or no)	Anything wrong about you	Who it named instead	Sources it showed
ChatGPT				
Google Search				
Microsoft Copilot				
Other:				

Question 6: What people say

Assistant	Named you? (1st, 2nd… or no)	Anything wrong about you	Who it named instead	Sources it showed
ChatGPT				
Google Search				
Microsoft Copilot				
Other:				

Step 5: Read your results

If a detail was wrong, start with your listings. Our guide to fixing wrong business details shows how to correct them, starting with Google.

If you were not named, look at who was named, and at the sources the answer showed. They show some of the places the assistant looked. Check that you are listed there, with the same details.

If the answers were right, keep this sheet and ask again in a month.

One check is a snapshot. Before you act on a surprising result, ask again on another day.