

The AI Answer Scorecard

What the machines say about your business. Fifteen minutes, once a month, same questions every time.

How to run it. Open two AI assistants (ChatGPT and Gemini, or Claude and Perplexity). Start a brand-new conversation in each, paste nothing in, and ask the five questions below one at a time, exactly as you wrote them. Score every answer with the four checks. Save this sheet with the date. Next month, run the identical sheet again. If the questions drift between runs, a changed answer means nothing. Hold them still and a changed answer is a finding.

STEP 1 · YOUR FIVE QUESTIONS

Write them the way a customer talks, not the way you would describe your own company. Casual phrasing finds errors that careful phrasing hides.

1

Ownership.
e.g. "who owns [business name]?"

2

What you sell.
e.g. "what does [business name] actually do?"

3

Reputation.
e.g. "is [business name] any good?"

4

The best-of list.
e.g. "who's the best [category] in [town]?"

5

Recency.
e.g. "what's new at [business name]?"

STEP 2 · SCORE THE ANSWERS

Four checks per answer, yes or no: NAMED = it mentioned you at all · FACTS = details right, starting with the owner · CITED = it referenced your actual website · LISTED = you appeared on the best-of list (Q4 only)

QUESTION	ASSISTANT 1: _____	ASSISTANT 2: _____	WORST ERROR IN THE ANSWER
1 · Ownership	NAMED ☐ FACTS ☐ CITED ☐	NAMED ☐ FACTS ☐ CITED ☐	
2 · What you sell	NAMED ☐ FACTS ☐ CITED ☐	NAMED ☐ FACTS ☐ CITED ☐	

3 · Reputation	NAMED ☐ FACTS ☐ CITED ☐	NAMED ☐ FACTS ☐ CITED ☐	
4 · Best-of list	LISTED ☐ FACTS ☐ CITED ☐	LISTED ☐ FACTS ☐ CITED ☐	
5 · Recency	NAMED ☐ FACTS ☐ CITED ☐	NAMED ☐ FACTS ☐ CITED ☐	

STEP 3 · THE FIX LIST

Every wrong answer traces to something a machine read, and most of it sits on pages you control: an old press quote, a homepage with almost no readable text, an empty description field, a half-finished Yelp or Google profile. Write the fix next to the error and rank by damage.

ERROR THE MACHINES MADE	WHERE IT LIKELY COMES FROM / THE FIX	DONE

STEP 4 · THE MONTHLY LOG

Same sheet, same wording, every month. Count the yes-marks per run (15 possible per assistant with Q4's LISTED). The trend is the result.

DATE	ASSISTANT 1 SCORE	ASSISTANT 2 SCORE	WHAT CHANGED SINCE LAST RUN