PR Agency AI Search Visibility: 10-Check Checklist

Run each check in at least three AI engines (ChatGPT, Gemini, Perplexity or Google AI Overviews) and save every answer with the date. Score each row 0 for a poor result, 1 for a mixed result and 2 for a strong one. A total below 12 out of 20 is a reason to ask the agency to explain the gaps before you sign. No agency can guarantee an AI citation.

#	Check	What to do	Done	Score (0-2)
1	**Name search**	Ask each AI engine: What is [agency name] known for? Note whether the answers are accurate, current and consistent.	[ ]	____
2	**Category search**	Ask: Best PR agencies for [your industry]. Record whether the agency appears and in what position.	[ ]	____
3	**Citations**	Click the citations behind each answer. Are they trade outlets and news sites, or only the agency's own pages?	[ ]	____
4	**Client tests**	Pick two or three of the agency's clients and ask each engine about those clients' categories.	[ ]	____
5	**Placements**	Open the agency's last ten press placements. Do the outlets match where your buyers read, and is the client named early?	[ ]	____
6	**Own content**	Read the agency's own articles. Look for clear questions, direct answers, tables and a summary.	[ ]	____
7	**Measurement**	Ask how the agency measures AI visibility: which prompts, which engines and how often.	[ ]	____
8	**Baseline**	Ask for a baseline snapshot and a monthly report that uses the same prompts each time.	[ ]	____
9	**Contract**	Read the contract for promises of specific placements, rankings or citations.	[ ]	____
10	**Shortfall plan**	Ask what the agency changes in its plan when results fall short.	[ ]	____

Agency: _____ Date: _____ Total: _____ / 20

Source: 5WPR, How to Test a PR Agency's AI Search Visibility, https://www.5wpr.com/new/pr-agency-ai-search-visibility/