



ChatGPT Brand Presence Audit Worksheet

Use this worksheet to test how your brand shows up in AI-generated answers. Run the prompts, record what you find, and use the checklist to note what is working and what is missing.

Date: _____ Model Checked: _____

Brand Overview Check

Prompt: What is [Brand Name]?

Accurate?	Mentioned?	Competitors listed	Notes

Prompt: Can you summarize what [Brand Name] does?

Accurate?	Mentioned?	Competitors listed	Notes

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Category Queries

Prompt: Top tools for [use case]

Accurate?	Mentioned?	Competitors listed	Notes

Prompt: Best [product type] for [audience/problem]

Accurate?	Mentioned?	Competitors listed	Notes

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Competitive Comparison

Prompt: [Brand] vs [Competitor]

Accurate?	Mentioned?	Competitors listed	Notes

Prompt: What's the difference between [Brand] and [Competitor]?

Accurate?	Mentioned?	Competitors listed	Notes

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Pain-Based Queries

Prompt: How can I solve [problem]?

Accurate?	Mentioned?	Competitors listed	Notes

Prompt: What's a good way to [use case]?

Accurate?	Mentioned?	Competitors listed	Notes

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Keyword Consistency

Prompt: Explain [Brand] and how it helps with [keyword]

Accurate?	Mentioned?	Competitors listed	Notes

Prompt: What tools help with [keyword]?

Accurate?	Mentioned?	Competitors listed	Notes