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The Unfair AI Advantage Checklist

See if Google and AI recognize your brand the way you want to be known.

1 Check Your Brand Identity

Start with what you actually want to be known for — not your tagline, but your real expertise and the topics you want your name associated with in search and AI answers.

What do you want to be known for?

What is your expertise?

Now search those topics separately in Google and AI tools (ChatGPT, Gemini, Perplexity). Search for the exact areas you want your name or brand to be associated with.

2 Run the Search Test

Did your name come up first?

✗ If not — this is exactly why your brand needs visibility and authority engineered.

Did you like what showed up?

✗ Is that really what you want to be known for? Does it reflect your expertise, authority, and positioning correctly?

✓ If you showed up exactly how you want — congratulations. Your brand identity is already more aligned than most.

3 Read Your Result

For many businesses, this first check reveals the problem immediately: their authority is not structured clearly enough for AI-driven search. That is why Semantic XEO™ matters.

We help structure your brand authority and visibility around what you actually want to be known for, so Google and AI systems can recognize, trust, and recommend you correctly.

Ready to engineer your visibility?

Join the waiting list at semanticxeo.com · Call: 954-945-0495

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