THE DIGITAL HALL
AN ROI CORRIDOR

THE AI VISIBILITY WORKBOOK

A **free, fillable self-audit** built on The WRRAP Around Method™ — find out whether ChatGPT, Google AI, Perplexity and Gemini can find, trust and recommend your business.



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BUILT ON THE WRRAP AROUND METHOD™



Search is no longer a single lane. Classic SEO earns the click, AEO earns the mention, and GEO earns the citation inside generative answers. **WRRAP™ wraps all three into one repeatable operating system** so your brand shows up wherever the question gets asked.

Each letter is a discipline. Together they form the loop we run on every brand we touch — and the loop this workbook walks you through. Every question, score and fix ahead maps back to one of the five pillars.

"MARKETING IS SIMPLY MARKING YOUR TERRITORY."

— MONICAFAYE HALL

W WHITE HAT · **R** RELIABLE · **R** RELEVANT · **A** AMPLIFICATION · **P** PERFORMANCE

W **WHITE HAT** Pillar 01

Using ethical strategies that follow search engine guidelines while delivering value to the user. Every page starts as a clear, useful, human-readable answer. If a real person wouldn't read it out loud, no engine — search or answer — will quote it. Voice, point of view and original perspective are the unfair advantage.

R **RELIABLE** Pillar 02

Consistently delivering accurate and trusted content to the user. Keyword research is table stakes; question research is the new edge. Mine People Also Ask, Reddit threads, sales-call transcripts and the actual prompts customers type into ChatGPT and Perplexity. Build content around the questions, not the keywords.

R **RELEVANT** Pillar 03

Content that resonates with the specific needs and interests of your target audience. Single pages don't earn topical authority anymore. Pillar pages plus deep supporting articles signal to LLMs that your domain owns the topic. Map the cluster before you write the post.

A **AMPLIFICATION** Pillar 04

A multi-channel approach that reaches your audience wherever they are. Question-as-H2 plus a tight 2–3 sentence answer. Schema markup on every applicable page. A clean technical foundation — speed, crawlability, mobile, HTTPS. Engines can't quote what they can't read.

P **PERFORMANCE** Pillar 05

AI and engine optimization that includes monitoring, analyzing and adjusting. Off-page reputation is what tells LLMs whether to trust you: brand mentions, podcast appearances, guest articles, reviews and citations on reputable third-party sources. Unlinked mentions count now.

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HOW TO USE THIS WORKBOOK

More buyers now ask an AI assistant for a recommendation before they ever open a website. If the AI can't find you, can't understand what you do, or doesn't trust you, you are invisible in the conversations that matter most. This workbook runs the WRRAP™ loop on your own brand in about 30 minutes — no tools, no email address, no cost.

PART 1 **THE 12-QUESTION WRRAP™ SELF-AUDIT**

Twelve yes/no questions, grouped by pillar — W, R, R, A, P. Count your "Yes" answers to get your AI Visibility Score out of 12 and see which pillar is holding you back.

PART 2 **THE WRRAP™ PILLAR DEEP DIVE**

Rate yourself 1–5 on each of the five pillars using the same criteria we use in client audits, then draw your WRRAP™ profile.

PART 3 **THE AI PROMPT TEST (PERFORMANCE)**

Run five real prompts in ChatGPT, Perplexity, Gemini and Google AI Mode and record what they actually say about you and your competitors.

PART 4 **YOUR 30-DAY WRRAP™ ACTION PLAN**

Every "No" maps to a fix under its pillar, with an owner and a due date — so the workbook becomes a plan, not a report.

WHO THIS IS FOR

Business owners, marketing managers and in-house SEO teams who want a plain-English answer to one question: **"Will AI recommend us?"** It works for local service businesses, B2B firms, e-commerce brands, healthcare practices and nonprofits.

WHAT YOU'LL NEED

Access to your website (or your web developer), your Google Business Profile login, and a free account on ChatGPT, Perplexity or Gemini. A pen — or the fillable fields if you're reading on screen.

HOW THE SCORE WORKS

0–4	5–8	9–11	12
INVISIBLE	EMERGING	VISIBLE	AI-READY

PREFER THE 2-MINUTE VERSION?

Take the interactive AI Visibility Scorecard at **thedigitalhall.com** — instant score, same pillars. Use this workbook when you want the full picture and a plan.

PART 1 — THE WRRAP™ SELF-AUDIT

Answer honestly. "Not sure" counts as No — AI engines don't give credit for things they can't verify either.

W White Hat — is it clear, useful and human?

Ethical, human-readable answers with a real point of view

01 Is your company name, category and location stated clearly in plain text on your homepage? ☐ Yes ☐ No

Not just in a logo image or a slider. "The Digital Hall is a digital marketing agency in Richmond, Virginia."

02 Do your key pages directly answer the questions customers actually ask — in a voice a real person would read out loud? ☐ Yes ☐ No

Lead with the answer, then explain. If it reads like filler, no engine will quote it.

R Reliable — is it accurate and trusted?

Consistent, accurate content built around real questions

03 Do you have an FAQ section with clear, concise, accurate answers to common customer questions? ☐ Yes ☐ No

Two to four sentences per answer. Source the questions from People Also Ask, Reddit and real customer prompts.

04 Are your name, address, phone, hours and services identical across your website, your verified Google Business Profile and major directories? ☐ Yes ☐ No

Contradictions across sources are the #1 reason AI describes businesses wrong.

05 If you ask ChatGPT "What does [your company] do?", does it answer accurately? ☐ Yes ☐ No

Try it now. Note anything it gets wrong — that's your first fix.

R Relevant — do you own the topic?

Pillar + cluster content that resonates with your audience

06 Do your pages use descriptive, question-based headings (H2/H3) that match how your audience asks? ☐ Yes ☐ No

"How much does a kitchen remodel cost in Richmond?" beats "Let's Talk Numbers."

07 Do you have a pillar page plus supporting articles that cover your core topic end to end? ☐ Yes ☐ No

One page doesn't earn topical authority. Map the cluster before you write the post.

PART 1 — CONTINUED & YOUR SCORE

A Amplification — can engines read and reach it?

Schema, technical foundation, multi-channel reach

08 Have you implemented structured data (schema markup) such as FAQ, Organization, Service or Article schema? ☐ Yes ☐ No

Validate at validator.schema.org. Schema is the language AI uses to read your page.

09 Have you allowed AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended) in robots.txt and your CDN or firewall? ☐ Yes ☐ No

Check yoursite.com/robots.txt. A blanket "Disallow" keeps you out of AI answers.

10 Does your website load fast, work well on mobile and run on HTTPS? ☐ Yes ☐ No

Test with Google PageSpeed Insights. Engines can't quote what they can't read.

P Performance — does the web vouch for you, and are you watching?

Off-page reputation; monitor, analyze, adjust

11 Are you cited, quoted, linked or mentioned by authoritative third-party sites in your industry or region? ☐ Yes ☐ No

Trade publications, podcasts, local news, directories, partner sites. Unlinked mentions count.

12 Do you have recent, positive reviews — and do you check how AI describes your business at least monthly? ☐ Yes ☐ No

"Recent" means within 90 days. What you don't monitor, you can't adjust.

YOUR AI VISIBILITY SCORE

Count your "Yes" answers and write the total here: _____ / 12

0–4	5–8	9–11	12
INVISIBLE	EMERGING	VISIBLE	AI-READY

0-4	5-8	9-11	12
INVISIBLE	**EMERGING**	**VISIBLE**	**AI-READY**
AI can't reliably find or describe you. Start with White Hat and Amplification — fast and foundational.	You exist to AI, but you're not the answer yet. Reliable and Relevant fixes move you fastest.	You're being found. Now work Performance so you get cited over competitors.	Strong foundation. Use Part 2 to sharpen each pillar and Part 3 to monitor month to month.

Which pillar had the most "No" answers? _____ That's where Part 4 starts.

PART 2 — THE WRRAP™ PILLAR DEEP DIVE

Rate your brand **1 (weak) to 5 (strong)** on each pillar using the criteria below — the same lens we use in client audits — then jot the single biggest gap.

W

WHITE HAT

Do your pages open with a clear, useful answer in a real voice? Is there original perspective, first-hand experience and a named author? Would you be comfortable with Google's spam policy reviewing every page?

1 2 3 4 5

R

RELIABLE

Is your content built from question research (People Also Ask, Reddit, sales calls, real AI prompts)? Are facts, prices, hours and NAP consistent everywhere? Do you refresh content with dates and data?

1 2 3 4 5

R

RELEVANT

Do you have a mapped pillar-and-cluster structure for your core topic? Do headings match how your audience asks? Do service-area or segment pages exist for each audience you serve?

1 2 3 4 5

A

AMPLIFICATION

Is nested JSON-LD (Organization, Article + Person, FAQPage, Service, LocalBusiness) validated and error-free? Are AI crawlers allowed? Do speed, mobile, HTTPS, sitemaps and internal links pass? Is the same answer distributed across social, email and video?

1 2 3 4 5

P

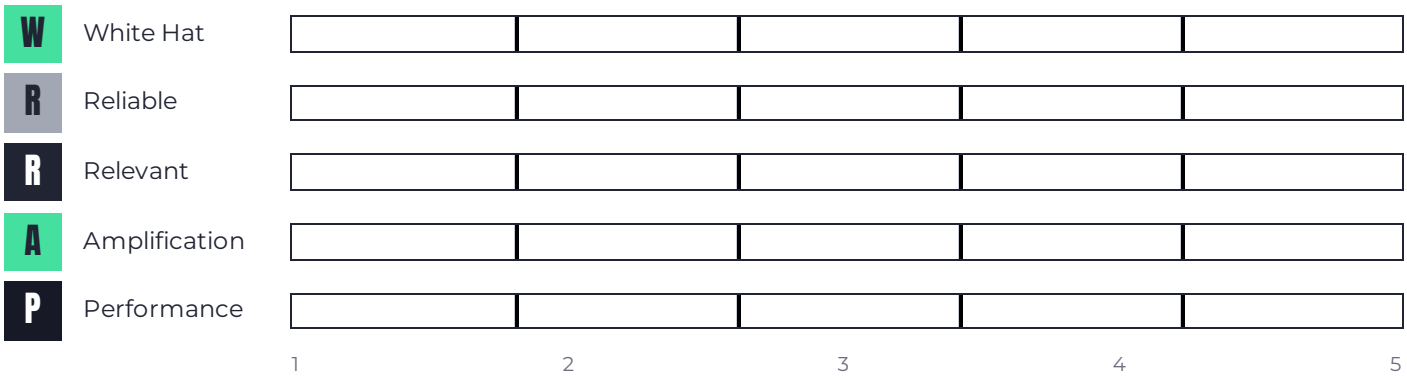
PERFORMANCE

How often do trusted third-party sources mention your brand? Are reviews fresh and answered? Do you track AI referrals, AI Overview appearances and branded search — and adjust quarterly?

1 2 3 4 5

YOUR WRRAP™ PROFILE

Shade each bar to your Part 2 rating. The shortest bar is your weakest pillar — and the first place the loop breaks.



PILLAR SUMMARY

PILLAR	SCORE (1–5)	BIGGEST GAP / FIRST FIX
W — White Hat		
R — Reliable		
R — Relevant		
A — Amplification		
P — Performance		
WRRAP™ Total	**/ 25**	Under 12: fix foundations first. 12–19: pick the two lowest pillars this quarter. 20+: you're competing — monitor and expand.

READING YOUR PROFILE

- **Low W or R (Reliable):** AI may be finding you but not trusting you. Fix voice, accuracy and consistency before you publish more.
- **Low R (Relevant):** You're answering one question at a time. Map the cluster and build topical depth.
- **Low A:** Good content that engines can't read or reach. Schema, crawler access and technical health are quick wins.
- **Low P:** Nobody else is vouching for you, or you're not measuring. Earn mentions and start a monthly prompt test (Part 3).

PART 3 — THE AI PROMPT TEST

P **Performance means monitor, analyze, adjust.** Rankings tell you where you stand on Google; only prompts tell you where you stand with AI. Run each prompt in at least two of CHATGPT | PERPLEXITY | GEMINI | GOOGLE AI MODE | COPILOT and record what comes back. Repeat monthly.

PROMPT (FILL IN THE BRACKETS)	MENTIONED?	WHAT IT SAID / GOT WRONG	COMPETITORS NAMED
"What does [your company] do?"	☐ Y ☐ N		
"Who are the best [your service] providers in [your city]?"	☐ Y ☐ N		
"How do I choose a [your service]? What should I look for?"	☐ Y ☐ N		
"Is [your company] reputable? What do reviews say?"	☐ Y ☐ N		
"[Your #1 customer question, in their words]"	☐ Y ☐ N		

WHAT TO LOOK FOR — AND WHICH PILLAR IT POINTS TO

- **Accuracy → Reliable.** Wrong services, locations or pricing mean your facts are contradictory across the web.
- **Sources → Amplification.** Click the citations. Which of your pages did the AI lean on? Those are the pages to mark up and strengthen.
- **Competitors → Relevant & Performance.** If a competitor is named and you aren't, note their structure (headings, FAQs, schema, reviews). That's your gap list.

PART 4 — YOUR 30-DAY WRRAP™ ACTION PLAN

Every "No" in Part 1 maps to a fix under its pillar. Circle the ones that apply, assign an owner and set a date. Most businesses can clear W, R and A in the first two weeks with no budget.

PILLAR	IF NO	FIX	OWNER	DUE	DONE
W	Q1	Add one plain-text sentence above the fold: "[Company] is a [category] in [city] that helps [audience] [outcome]."			☐
W	Q2	Rewrite the first 100 words of every key page as a direct answer in your own voice; add a named author.			☐
R	Q3	Publish an FAQ block (5–8 questions, 2–4 sentence answers) on each service page, sourced from real questions.			☐
R	Q4	Complete every Google Business Profile field, then match NAP, hours and services across the top 20 directories.			☐
R	Q5	Correct whatever the AI got wrong at its source (your site, GBP, directories), then re-test in 30 days.			☐
R	Q6	Rewrite H2/H3 headings on your top 10 pages as the actual questions your audience asks.			☐
R	Q7	Map one pillar page + 5 supporting articles for your core topic; publish one per week.			☐
A	Q8	Add Organization + LocalBusiness/Service schema sitewide and FAQPage schema to key pages. Validate.			☐
A	Q9	Allow GPTBot, ClaudeBot, PerplexityBot and Google-Extended in robots.txt; check CDN/firewall bot rules; add llms.txt.			☐
A	Q10	Compress images, remove unused scripts, confirm mobile layout passes Core Web Vitals.			☐
P	Q11	Pitch one expert quote, guest article or podcast appearance per month to an industry publication.			☐
P	Q12	Set up a review request sequence after every job; run the Part 3 prompt test monthly and log changes.			☐

SUGGESTED SEQUENCE — RUN THE LOOP IN ORDER

Week 1 — W + R: Q1, Q2, Q4, Q5. **Week 2 — R + A:** Q3, Q6, Q8, Q9. **Week 3 — A + R:** Q10, Q7. **Week 4 — P:** Q11, Q12, then re-test and start the loop again.

KEEP THE LOOP RUNNING

You now know your score, your weakest pillar, and what AI actually says about you. WRRAP™ is a loop, not a checklist — here's how to keep it turning.

FREE RESOURCES FROM THE DIGITAL HALL

- **The AEO Playbook (free ebook)** — 17 chapters on Answer Engine Optimization and the full WRRAP™ Method. thedigitalhall.com/the-aeo-playbook-2/
- **The AI SEO & GEO Checklist 2026** — the WRRAP™ task list you can pin above your desk.
- **The WRRAP Around Method™** — the framework page, with how it maps to our services. thedigitalhall.com/the-wrrap-around-method/
- **The AI Visibility Index** — how brands get found, cited and quoted in 2026. thedigitalhall.com/ai-visibility-index/
- **Topical Authority Framework** — the pillar-cluster structure behind the Relevant pillar.

QUICK GLOSSARY

SEO — earning the click in classic search results. **AEO** (Answer Engine Optimization) — earning the mention as the direct answer inside AI assistants. **GEO** (Generative Engine Optimization) — earning the citation inside generative answers. **WRRAP™** — White Hat, Reliable, Relevant, Amplification, Performance: one operating system for all three. **Schema / JSON-LD** — structured data that makes a page machine-readable.

WANT US TO RUN WRRAP™ ON YOUR BRAND?

Book a free 20-minute AI Visibility Audit. We'll show you exactly how AI tools describe your business today and the fastest wins under each pillar. **thedigitalhall.com/aeo-services** · (804) 857-3329 · info@thedigitalhall.com

About the author. MonicaFaye Hall is the founder of The Digital Hall, a digital marketing agency in Richmond, Virginia, creator of The WRRAP Around Method™ and author of The AEO Playbook. She has spent 20+ years helping brands master search — and now, AI search.

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