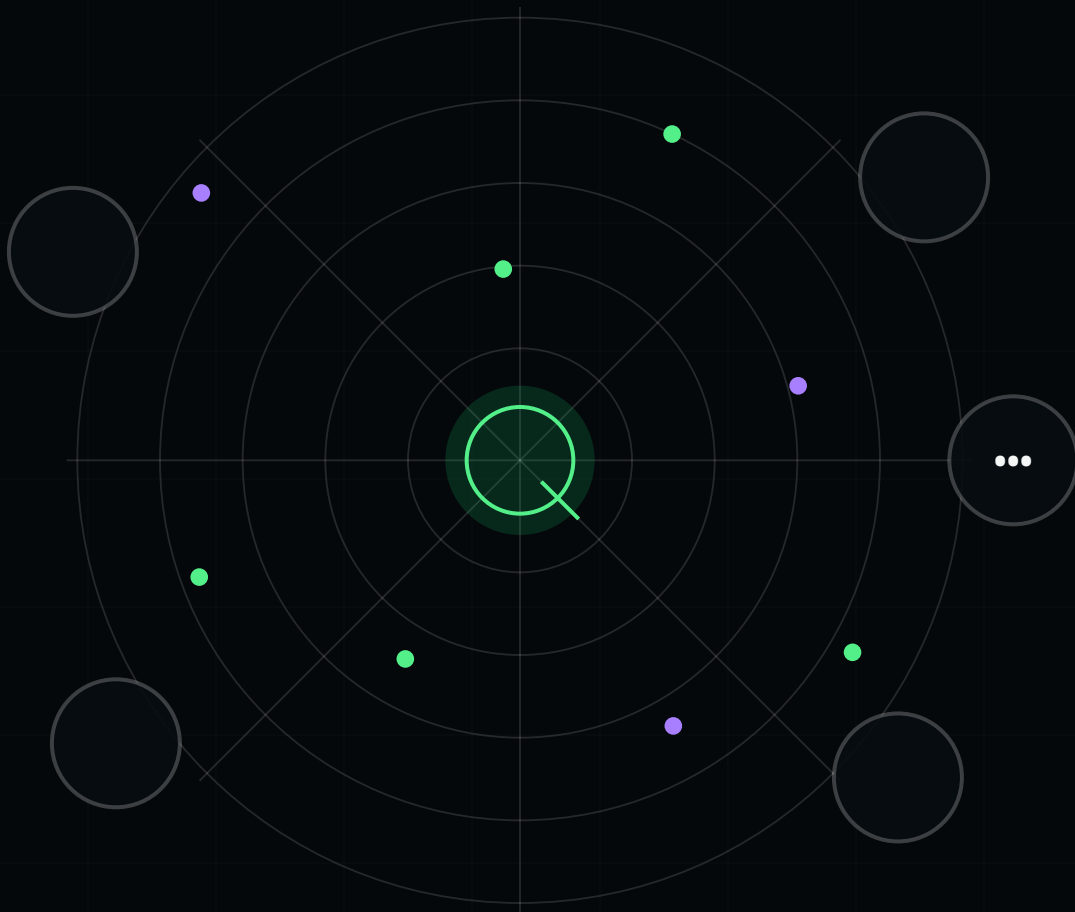


AI-VISIBILITY DIAGNOSTIC

THE MJOLNIIR AEO STANDARD SCORECARD

A practical diagnostic for identifying whether your brand is readable, verifiable, and commercially supported in AI search.



BEFORE YOU BEGIN

Most brands do not have an AI visibility problem first.

They have an evidence problem.

Their offer is unclear, their proof is thin, their buyer questions are under-supported, and their public footprint gives AI systems too little confidence to recommend them confidently.

AI systems cannot confidently recommend what they cannot read, verify, or connect to buyer intent.

This scorecard helps you identify visible AEO gaps across eight signal areas. It is not a substitute for a full Mjolnir AI Visibility Audit, technical crawl review, prompt test set, citation analysis, or buyer-query coverage assessment.

It is the first diagnostic pass.



Use it to find where your brand's signal base is breaking: the evidence AI systems and buyers need to understand, verify, and choose you.

SCORING

Score evidence. Not effort.

Each area gets a score from 0 to 4.

0**Missing**

The signal is absent or not meaningfully visible.

1**Weak**

Some evidence exists, but it is thin, unclear, outdated, or disconnected.

2**Functional**

The foundation exists, but gaps still limit AI-search readiness or buyer trust.

3**Strong**

The signal is clear, useful, accessible, and supported by proof.

4**Category-leading**

The brand is easy to retrieve, understand, verify, compare, and choose across credible surfaces.

Do not reward activity. Reward visible proof. If the signal is not accessible, useful, structured, or verifiable, it does not get the point.

LANGUAGE KEY

A few terms matter before you score.

Signal base

The combined evidence AI systems and buyers use to understand, verify, compare, and act on your brand.

Buyer-query support

The content and proof that answer the questions buyers ask before they trust, compare, shortlist, or contact you.

Authority proof

Credible evidence beyond your own website: reviews, citations, case studies, partner pages, media mentions, founder authority, and category-relevant profiles.

Agentic action paths

The routes buyers and AI-assisted systems use to move from discovery to action: compare the offer, access proof, book a call, submit a form, or understand the next step.

Commercial connection

The link between AI visibility and business movement: better-fit leads, clearer buyer paths, stronger sales conversations, and pipeline intelligence.

If the language sounds advanced but cannot be inspected, scored, or acted on, it does not belong in the scorecard.

THE STANDARD

AEO is not one isolated hack.

It is the condition of the evidence AI systems and buyers can actually use.

A real AEO system makes your brand easier to retrieve, understand, verify, compare, and choose across the surfaces AI systems and serious buyers may use.

01 Retrieval Readiness

02 Entity Clarity

03 Buyer-Query Support

04 Authority Proof

05 Answer-Ready Assets

06 Agentic Action Paths

07 Measurement Discipline

08 Commercial Connection

If an agency cannot evaluate these areas, it is not building AEO infrastructure. It is selling a narrower service with a better acronym.

SELF-AUDIT AREA 01

Retrieval Readiness

Can AI systems access the right evidence?

AEO starts before the content calendar. If the pages that explain your services, proof, category, and next steps are hard to crawl, poorly linked, slow, hidden behind technical friction, or unclear in structure, AI systems have less usable evidence to work with.

How to check it

- Search Google for site:yourdomain.com and your main service term.
- Check whether your most important service pages appear.
- Use Google Search Console URL Inspection for key pages.
- Confirm main pages are linked from navigation, footer, service pages, or related content.
- Run important pages through PageSpeed Insights.
- Ask your developer whether important content depends heavily on JavaScript rendering.
- Open a key service page and ask: can a stranger understand what we do in 10 seconds?

Weak signal

Your pages technically exist, but the most important evidence is hard to access, poorly linked, slow, or unclear outside the visual design.

Ask your agency

Which pages are easiest and hardest for search systems to access right now?

Score

0

1

2

3

4

If AI systems cannot access the evidence, the rest of the strategy is already weakened.

SELF-AUDIT AREA 02

Entity Clarity

Can AI systems understand what your brand does and who it serves?

If AI systems have to guess what you do, you have already lost ground. Entity clarity connects your brand name, category, services, people, locations, profiles, and proof into a consistent reading.

How to check it

- Search your brand name and see how your company is described.
- Compare your website, LinkedIn, directories, founder profiles, and public bios.
- Check whether your category language is consistent.
- Review whether service pages explain who you serve and what outcomes you support.
- Look for conflicting descriptions across the web.
- Check whether Organization schema and sameAs links are accurate.
- Ask an AI tool to summarize your brand, then inspect what it gets wrong. Treat this as a directional check, not a final measurement.

Weak signal

Your public footprint describes the brand inconsistently, vaguely, or in a way that does not match your actual positioning.

Ask your agency

How should AI systems understand our brand, category, services, and ideal buyer?

Score

0

1

2

3

4

Unclear entities do not create confident recommendations.

SELF-AUDIT AREA 03

Buyer-Query Support

Does your brand answer the questions buyers ask before choosing?

AEO is not about collecting random informational visibility. It should support the questions that shape buying decisions: who to trust, how providers compare, what proof exists, which option fits the use case, and what the next step should be.

How to check it

- List the questions buyers ask before a sales call.
- Search your site for pages that answer those questions directly.
- Review whether service pages explain who the service is for, what problem it solves, and why your approach is credible.
- Check whether you have comparison, use-case, FAQ, objection, or proof-led content.
- Ask sales what objections appear repeatedly.
- Ask an AI tool what someone should consider before choosing a provider in your category.
- Compare those questions against your website.

Weak signal

Your content explains the topic, but does not support the buyer's decision.

Ask your agency

Which buyer questions are we under-answering right now?

Score

0

1

2

3

4

If the content does not support the buying decision, it is not doing enough work.

SELF-AUDIT AREA 04

Authority Proof

Can your brand be verified beyond its own website?

Your website is not the whole truth. It is one surface. AI systems and buyers may look for signals across reviews, citations, profiles, case studies, partner pages, founder authority, media mentions, and category-relevant proof.

How to check it

- Search your brand name with terms like reviews, case study, founder, podcast, interview, and category.
- Check whether third-party profiles are complete and consistent.
- Review whether case studies are specific enough to support trust.
- Look for credible mentions from partners, directories, media, newsletters, or category sources.
- Check whether founders or team members have public authority signals.
- Compare what your website claims against what external sources support.
- Ask: would a skeptical buyer find proof without talking to us?

Weak signal

Your website claims authority, but the wider web does not support the claim.

Ask your agency

Which external proof sources currently support our positioning?

Score

0

1

2

3

4

A claim without external support is fragile.

SELF-AUDIT AREA 05

Answer-Ready Assets

Are your assets clear, structured, useful, and evidence-backed?

AI systems need clean material to extract. Buyers need clear material to trust. That does not mean flooding the site with thin AI-written pages for every possible prompt.

How to check it

- Open a key article or service page.
- Check whether the answer appears near the top.
- Look for H2s written around real buyer questions.
- Check whether claims are supported by proof, examples, or credible citations.
- Review whether the page includes definitions, comparisons, checklists, FAQs, or decision criteria.
- Remove any paragraph that says a lot but adds no decision value.
- Ask: would a buyer save this, send it to a team member, or use it to make a decision?

Weak signal

The page is long, generic, lightly sourced, and useful only because it contains the keyword.

Ask your agency

What original framework, evidence, or practical utility does this asset add beyond the current search results?

Score

0

1

2

3

4

Weak pages stay weak, even when they are dressed in technical language.

SELF-AUDIT AREA 06

Agentic Action Paths

Can buyers move from AI-shaped discovery to a clear next step?

Visibility is weak if the path after discovery breaks. Agentic action paths are the routes buyers and AI-assisted systems use to move from discovery to action: compare the offer, access proof, book a call, submit a form, or understand the next step.

How to check it

- Review your main service pages from the perspective of a first-time buyer.
- Check whether the next step is obvious without scrolling endlessly.
- Make sure forms, booking links, and contact paths work on mobile and desktop.
- Check whether proof is easy to access near the decision point.
- Review whether the page explains what happens after someone submits a form.
- Test whether a buyer can compare services, view proof, and take action without confusion.
- Ask someone outside your company to complete the intended action and report friction.

Weak signal

The brand may be visible, but the buyer path is unclear, slow, or full of unnecessary friction.

Ask your agency

What happens after an AI-assisted buyer lands on our site?

Score

0

1

2

3

4

Visibility without a usable path is waste.

SELF-AUDIT AREA 07

Measurement Discipline

Can progress be tested, tracked, and learned from?

AEO without measurement is theater. A credible partner should be able to explain what it tests, which prompts it monitors, how it reviews source patterns, what it considers a meaningful mention, and how visibility changes connect to buyer response.

How to check it

- Create a small set of buyer prompts relevant to your category.
- Test how AI systems describe your brand, competitors, and category.
- Track whether your brand appears, how it is described, and which sources are cited when available.
- Track whether your brand appears for the same buyer prompts over time, and whether the description improves.
- Review which content and proof assets support buyer questions.
- Compare AI visibility signals against lead quality, demo requests, form fills, or sales feedback.

Weak signal

The agency promises AI visibility but cannot explain what it measures or how learning changes execution.

Ask your agency

Which prompts, sources, mentions, buyer questions, and commercial signals are we tracking?

Score

0

1

2

3

4

If it cannot be tracked, it cannot be responsibly improved.

SELF-AUDIT AREA 08

Commercial Connection

Does AI visibility connect to qualified demand?

The goal is not to appear in more AI answers. The goal is to help the right buyers find, trust, and choose your brand. Commercial connection means AI visibility is tied to business movement: better-fit leads, clearer buyer paths, stronger sales conversations, and pipeline intelligence.

How to check it

- Review whether AI-assisted discovery points buyers toward pages that can convert.
- Check whether landing pages explain the offer clearly.
- Review whether lead capture paths match buyer intent.
- Compare high-intent content with actual sales conversations.
- Track whether better-fit buyers are entering the pipeline.
- Review whether paid acquisition, content, and proof assets support the same buyer narrative.
- Ask sales which leads are becoming easier or harder to close.

Weak signal

The agency treats AEO as a visibility project instead of a growth system.

Ask your agency

How does this work help us generate better demand, not just more mentions?

Score

0

1

2

3

4

Mentions matter. Pipeline matters more.

INTERPRET

Add your eight scores.

Maximum score: 32

0 to 10**High AEO Risk**

Your brand is difficult for AI systems to read, verify, or connect to buyer intent. Start with the foundation.

11 to 20**Partial Signal Base**

Some pieces exist, but the brand is still under-supported. Fix the weakest signal layers first.

21 to 27**Solid Foundation**

Your brand has enough structure to begin deeper AEO execution. Expand proof, buyer-query support, and measurement.

28 to 32**Scale-Ready**

Your signal base is strong. The next move is authority expansion, AI visibility execution, acquisition paths, and pipeline intelligence.

The score is not a trophy. It is a diagnostic.

RED FLAGS

Do not confuse activity with AEO.

Watch for these signals:

They promise AI citations.

No credible partner should guarantee what AI systems will cite.

They treat AEO as content only.

Content without structure, proof, and measurement is not an AEO system.

They sell schema as the whole answer.

Schema can clarify a strong signal base. It cannot rescue a weak one.

They publish AI slop at scale.

Weak pages stay weak.

They measure visibility without buyer response.

Mentions matter. Pipeline matters more.

That is not strategy. That is vocabulary arbitrage.

PRIORITIZE

Start where the evidence breaks.

Do not start with the loudest tactic. Fix the weakest signal first.

Retrieval Readiness

Fix crawlability, structure, internal links, and access.

Entity Clarity

Clarify what the brand is, what it does, and who it serves.

Buyer-Query Support

Build assets around the questions buyers ask before choosing.

Authority Proof

Strengthen reviews, citations, profiles, case studies, and external proof.

Answer-Ready Assets

Replace thin content with useful, structured, source-backed assets.

Agentic Action Paths

Make the path from discovery to action obvious.

Measurement Discipline

Start tracking prompts, mentions, citations, source patterns, and buyer response.

Commercial Connection

Tie AI visibility to qualified demand.

That is how the system starts compounding.

MJOLNIIR

What Mjolniir does with this.

Mjolniir uses The AEO Standard to identify where your brand is being skipped, misread, or under-supported in AI search.

01

AI Visibility Audit

Exposes the signal base.

02

30-Day Growth Engine Pilot

Fixes the foundation when the brand is not ready to scale.

03

Growth Engine

Compounds authority, AI visibility, acquisition paths, and pipeline intelligence.

Expose the signal base.
Fix what makes the brand hard to read.
Scale what creates qualified demand.

NEXT STEP

Want to know where your brand stands?

Request your AI Visibility Audit.

See where your brand is being skipped, misread, or under-supported in AI search.

- **No guesswork.**
- **No vanity metrics.**
- **Only rigorous AEO analysis.**

[REQUEST YOUR AUDIT ->](#)mjolnir.com/contact-us