

# Meta AI Visibility Scorecard

How Easy Is It for Meta AI to Recognize and Mention Your Business?



## How to use this scorecard

This scorecard helps you assess whether your business has the information and signals Meta AI needs to confidently recommend it.

For each section, read the description and select the option that best reflects your current state. Be honest. This is just a self-check.

For each question, choose the option that best reflects your current situation:

Not yet

This isn't in place, or it rarely happens

In progress

This exists, but it's inconsistent or incomplete

Yes

This is in place and generally reliable

The goal is to identify where clarity is strong and where it may be missing.

### 1. Your presence on Meta platforms

Meta AI relies heavily on information from Facebook and Instagram to understand businesses.

Meta Platform Presence Checklist	Not Yet	In Progress	Yes
Are your Facebook and Instagram business profiles complete and up to date?			
Does your business category clearly reflect what you offer?			
Are your hours, locations, and contact details accurate?			
Is branding consistent across Meta platforms?			

### 2. Customer activity and social proof

Customer interactions help signal that your business is active and relevant.

Customer Activity and Social Proof Checklist	Not Yet	In Progress	Yes
Do you receive reviews or ratings on Meta platforms?			
Do customers comment on, tag, or mention your business?			
Does your engagement reflect real customer activity?			

### 3. Messaging and responsiveness

Many Meta AI interactions are conversational. Businesses that are ready to engage are often easier to recommend.

Messaging and Responsiveness Checklist	Not Yet	In Progress	Yes
Is messaging enabled on relevant platforms?			
Do your customers receive timely replies or clear automated responses?			
Is information shared through messages accurate and consistent?			

### 4. Website clarity and alignment

Your website helps reinforce what Meta AI learns from your profiles.

Website Clarity and Alignment Checklist	Not Yet	In Progress	Yes
Does your website clearly explain what your business offers?			
Do your website details match what appears on your Meta profiles?			
Does your website reflect your current services and focus?			

### 5. Niche focus and brand consistency

Businesses are easier to understand and reference when their positioning is clear.

Niche Focus and Brand Consistency Checklist	Not Yet	In Progress	Yes
Is your business focused on a clearly defined niche or audience?			
Is your messaging consistent across platforms?			
Do third-party sites reinforce what your business offers?			

## How to interpret your answers

Mostly “Not yet”

Focus on getting the basics in place. Missing or unclear information can limit visibility.

Mostly “In progress”

You’re on the right track. Improving consistency can make your business easier to recognize.

Mostly “Yes”

Your business is generally easy to understand across platforms. Review periodically to keep information current.

### About this Scorecard

Meta AI visibility depends on how clearly your business information can be understood across platforms. This scorecard is designed to help you improve that clarity over time.

This scorecard helps you understand where your business information is clear or unclear, and which areas may be limiting your discoverability. It can also guide you with prioritizing tasks to improve your visibility on Meta AI platforms.

This scorecard has limitations, though. It can't tell you whether Meta AI will feature your business, how often you'll appear in AI responses, and how you compare with your competitors.