

Methodology status

This is a proprietary proposed scoring framework. It is designed for consistent audits and trend tracking. It should not be described as an industry-standard or statistically validated score until CJ has tested it across a sufficiently large dataset.

Score Overview

The AI Visibility Score is a 100-point diagnostic that evaluates whether a business is technically eligible, clearly understood, authoritative, citable, visible, and able to convert discovery into action.

Dimension	Weight
Technical Eligibility	15
Entity Clarity	15
Content & Answerability	20
Authority & Trust	20
AI Citation & Recommendation Visibility	20
Measurement & Conversion Readiness	10

1. Technical Eligibility — 15 points

Criterion	Points
Priority pages indexable and canonicalized correctly	4
Healthy XML sitemap and crawl access	3
HTTPS and no critical security/manual-action issue	2
Titles/headings/meta support clear page intent	3
Important pages reachable through crawlable internal links	3

2. Entity Clarity — 15 points

Criterion	Points
Business name, services and positioning explicit	4
About/expert identity clear	3
Location/service area clear where relevant	3
Consistent business information across authoritative profiles	3
Accurate organization/person/local structured data where applicable	2

3. Content & Answerability — 20 points

Criterion	Points
Priority pages satisfy a clear primary intent	4
Key answer appears early and directly	4
Logical headings/FAQ/table structure	3
Original expertise, examples or evidence	5
Content current, accurate and self-contained	4

4. Authority & Trust — 20 points

Criterion	Points
Relevant reputable referring domains	6
Independent brand/expert mentions	4
Credentials/reviews/trust evidence	4
Original research, case studies or proprietary resources	4
Claims supported by evidence/sources where appropriate	2

5. AI Citation & Recommendation Visibility — 20 points

Criterion	Points
Verified citations in first-party AI performance data where available	6
Multiple unique pages cited	4
Cross-platform mentions/citations in standardized tests	4
Commercial/local recommendation visibility	4
Citation diversity across topics/prompts	2

6. Measurement & Conversion Readiness — 10 points

Criterion	Points
Search analytics configured	2
AI citation/mention tracking configured	2
Priority-page and query map maintained	2
Clear CTA/contact path	2
Lead/conversion outcomes connected to visibility reporting	2

Scoring Rules

- Award full points only when evidence is verified.
- Award half points when a criterion is partially met.
- Award zero when absent, blocked, or unverified.
- Do not award AI-citation points based solely on anecdotal manual prompts when first-party citation evidence contradicts them.
- Keep raw evidence with every score so the score can be reproduced.
- Compare a business primarily against its own prior score until CJ has enough data for industry percentiles.

Interpretation

Score	Status	Recommended focus
0–39	Foundation	Fix eligibility, entity clarity, content gaps and measurement.
40–59	Emerging	Strengthen priority pages and external authority.
60–74	Competitive	Expand citation-ready evidence and commercial visibility.
75–89	Citable	Increase citation diversity, referring authority and conversion.
90–100	Category Authority	Defend leadership with original research, freshness and ongoing measurement.

Sources and Research Basis

External methodology references:

- Google Search Central, AI features and your website: <https://developers.google.com/search/docs/appearance/ai-features>
- Bing Webmaster Guidelines: <https://www.bing.com/webmasters/help/webmaster-guidelines-30fba23a>
- Bing Webmaster Tools, AI Performance: <https://www.bing.com/webmasters/help/ai-performance-9f8e7d6c>
- Microsoft Bing Webmaster Blog, Introducing AI Performance in Bing Webmaster Tools (February 10, 2026): <https://blogs.bing.com/webmaster/February-2026/Introducing-AI-Performance-in-Bing-Webmaster-Tools-Public-Preview>

CJ-specific baseline observations in these documents are based on CJ Design & Consulting's September 2026 Google Search Console and Bing Webmaster Tools review. They are internal observations, not industry-wide statistics.