



Turn AI visibility into evidence.

Convierte visibilidad en evidencia.

A bilingual six-signal scorecard, evidence inventory, 20-prompt benchmark, and 30-day action plan for teams that want AI assistants to describe their brand accurately.

01

Score

02

Prove

03

Measure

04

Improve

Score the six signals.

Rate only what you can support with public evidence. 0 = absent, 1 = partial, 2 = dependable.

01 Entity clarity / Claridad

One entity, category, audience, and value proposition.

0

1

2

02 Citable proof / Evidencia

Named cases, methods, dates, sources, and verifiable outcomes.

0

1

2

03 Comparisons / Comparaciones

Fair alternatives, trade-offs, prices, and use-case fit.

0

1

2

04 External signals / Señales externas

Relevant mentions, reviews, directories, and expert pages.

0

1

2

05 Freshness / Frescura

Current facts, reviewed dates, authors, and maintenance owners.

0

1

2

06 Measurement / Medición

A stable prompt set, engines, metrics, and monthly cadence.

0

1

2

TOTAL / 12

0-5: foundation first

6-9: visible but inconsistent

10-12: citation-ready

Next: measure monthly

Build an evidence inventory.

Start with the claims that influence buying decisions. For each one, identify what a model can actually verify.

CLAIM / AFIRMACIÓN	PUBLIC PROOF URL	LAST REVIEW	EXTERNAL SOURCE

EVIDENCE QUALITY TEST

- ☐ Specific: names a result, customer, method, or number.
- ☐ Public: accessible without a login or private deck.
- ☐ Current: shows a date and a responsible owner.
- ☐ Corroborated: at least one independent source agrees.

Run the same 20 prompts monthly.

Replace the brackets, keep the wording stable, and record presence, description, citations, sentiment, and competitors.

01 Best options for [use case] in [market]?

02 Mejores opciones para [caso de uso] en [mercado]?

03 Compare [brand] and [competitor] for [buyer].

04 Compara [marca] y [competidor] para [comprador].

05 Who offers [category] for small teams?

06 ¿Quién ofrece [categoría] para equipos pequeños?

07 What evidence supports [brand]'s claims?

08 ¿Qué evidencia respalda las afirmaciones de [marca]?

09 What are [brand]'s main limitations?

10 ¿Cuáles son las limitaciones principales de [marca]?

11 When should a buyer choose [brand]?

12 ¿Cuándo debería un comprador elegir [marca]?

13 When should a buyer avoid [brand]?

14 ¿Cuándo debería un comprador evitar [marca]?

15 Which [category] tools have public case studies?

16 ¿Qué herramientas de [categoría] tienen casos públicos?

17 What changed recently about [brand]?

18 ¿Qué cambió recientemente en [marca]?

19 Which sources describe [brand] most reliably?

20 ¿Qué fuentes describen [marca] con mayor fiabilidad?

A focused 30-day sprint.

Fix the weakest signal first. A clean sequence beats publishing more pages into an unclear evidence system.

WEEK 01

Align name, category, audience, About page, and one-sentence positioning.

Clarify

OWNER

PAGES

PROOF OF COMPLETION

WEEK 02

Publish or improve three evidence pages with sources, dates, methods, and outcomes.

Prove

CLAIMS

SOURCES

REVIEW DATE

WEEK 03

Answer one high-intent comparison fairly and earn one relevant external mention.

Compare

QUERY

COMPETITOR

EXTERNAL TARGET

WEEK 04

Run the 20-prompt benchmark, save results, and assign the next monthly rerun.

Measure

ENGINES

BASELINE

NEXT RUN

NEED AN OUTSIDE VIEW? / ¿NECESITAS UNA REVISIÓN EXTERNA?

**10 findings. 3 fixes.
20 prompts. \$50.**

**10 hallazgos. 3 correcciones.
20 prompts. \$50.**

I inspect one public website and deliver a concise evidence-based teardown in English or Spanish within 48 hours. No payment is requested until scope and delivery are confirmed by email.

REQUEST THE \$50 AUDIT / SOLICITAR AUDITORÍA

SPONSORED MEASUREMENT OPTION

Already evidence-ready? Track the baseline.

TopifyAI monitors brand mentions across AI answer engines. Sponsored disclosure: I may earn \$50 if you become an eligible customer through this link.

EXPLORE TOPIFYAI

FREE SELF-AUDIT

SPANISH GUIDE

FOR TEAMS