46DC Dinesh Koyyalamudi

FREE RESOURCE - GEO/AEO & SEO - CHECKLIST

How to check what ChatGPT says about your business

Dinesh Koyyalamudi - Founder, FourSix46 - Reviewed 2026-09-26

THE SHORT ANSWER

Ask the assistants directly, in a fresh session, the way a customer would. Write down what they say, what they get wrong, and what they cite. That list is your brief, and it costs you nothing but fifteen minutes to produce.

1. Ask as a customer would

Open a fresh session so nothing is remembered, then ask the question a buyer would actually type.

2. Write down the citations

What a model cites tells you which pages it trusts. That is the list worth improving.

3. Check the facts it states

Wrong founding date, wrong location, wrong services: each one traces back to a source you can fix.

Your checklist

- [ ] Asked in a fresh session
- [ ] Recorded what each assistant said
- [ ] Noted every citation
- [ ] Listed the factual errors
- [ ] Checked your schema is present
- [ ] Checked your profiles agree

General information, not legal or tax advice. Rules and fees change; check the official source before you apply.