

The LLM visibility wall chart

How to become the voice ChatGPT chooses

You cannot optimize your way into trust

You earn it by being clear, consistent, and useful.

One rule above all others

LLMs do not rank pages. They select experts.
Your job is not to be everywhere. Your job is to be chosen.

The three non-negotiables

If one is missing, you are invisible. Everything you publish must pass all three.

Be concise

The rule

One page. One question. One clear answer.

The test

Could a human repeat the answer in one sentence?
If not, rewrite.

Check before publishing

- What exact question does this page answer?
- Is the answer obvious on first read?
- Could a candidate quote this out loud?
- Does this remove confusion, or add to it?

Be coherent

The rule

Contradictions destroy trust. Consistency earns it.

The test

If every channel was asked this question today, would they all give the same answer?

Check before publishing

- Careers site copy
- Job descriptions
- Leadership posts and interviews
- Employee stories
- External reviews and articles

Be credible

The rule

If only your site says it, it is not trusted yet.

The test

Are others saying this about us too?
If not, amplify or adjust the claim.

Check before publishing

- Quoted or cited externally in the last six months
- Referenced by partners or platforms
- Leaders speaking in their own voice
- Employees telling aligned stories elsewhere

Start here first *If you do nothing else this quarter, do this.*

- List the top five questions candidates are asking AI about your company.
- Find the page (or pages) that answer each question.
- Check whether the answer is consistent across your careers site, job descriptions, leadership voice, and employee stories.
- Fix contradictions before creating anything new.

The page-level GEO scorecard *Use this on every priority page*

Concise

Can the core answer be summarised in one sentence? Yes No

Coherent

Does this match what is said everywhere else? Yes No

Credible

Is there at least one external trust signal supporting this? Yes No

Structure for humans. Trusted by machines.

Make it machine-readable

Clarity beats cleverness.

The rule

If a human cannot scan it in five seconds, an LLM will not trust it.

- Technical essentials
- Clear and singular page purpose
- Headings written as real questions
- Direct answers immediately below headings
- Schema for organisation, jobs, FAQs, and people
- Fast mobile load speed
- No critical answers hidden behind forms

What expert answers sound like

Content that earns the microphone

Explain. Do not pitch.

Every piece of content must include:

- A direct answer to a real question
- One honest constraint or tension
- One real example from experience
- Human language, not campaign language

If it sounds like marketing, it will not be cited.

Repeat truth in trusted places

Amplify with intent

Authority compounds when repeated consistently.

Say the same thing in multiple trusted places.

- Industry media and specialist blogs
- Podcasts and event transcripts
- Partner and integration pages
- Leader thought leadership
- Employee-authored content

Your site anchors the truth. Others reinforce it.



The final weekly test

Ask this every week.

If a candidate asked ChatGPT about us tomorrow, would the answer sound like us?

If not, you know exactly what to fix.



Remember this

LLMs are not rewarding louder brands.

They are rewarding better answers.