Lab 3 worksheet: the 12 questions your buyers ask AI

THE LAB · ONLINE MARKETING ACADEMY · CHECK 2.1 OF 30

Category, in the buyer's words: _____ Size and type of buyer: _____ Date: _____

1. No brand. Not yours, not a competitor's. A branded question tests recall of a name, not visibility.

2. No year. No "latest", no "in 2026". Dates pull the answer toward news pages.

3. Web search on. ChatGPT: Search tool. Claude: + then Web search. Perplexity: on by default. One question per message. Save the answer before you read it.

#	Shape	Your question (no brand, no year)	ChatGPT named / cited	Claude named / cited	Perplexity named / cited
1	Shortlist for your size				
2	Shortlist with one must-have				
3	The pain, no product named				
4	A second pain				
5	Two approaches compared				
6	Two pricing models compared				
7	Locked in or open				
8	Buy at all, and the real cost				
9	How a requirement works				
10	What happens when it fails				
11	Several locations				
12	Your country, with a condition				

The five needs on the page a buyer lands on (write the sentence you found, or "not there"):
1 What is it: _____ 2 Who it is for: _____
3 What it solves, and the result: _____ 4 Fit, limits and terms (price): _____
5 The next step, as a sentence: _____

Your numbers: _____ of 5 sentences found on the page. Questions run today: _____ of 12. Named in _____ answers, cited in _____ answers.

Who owns the missing sentences: _____ Written on: _____ Re-checked on: _____

From Lab 3 at onlinemarketingacademy.ai. Check 2.1 (task coverage, 10 of 100 points) of the 30 LLM Audit Pro checks. Named = your company appears in the answer text. Cited = a page on your own domain is linked as a source. Count them apart.