

9 Questions to Ask Anyone Doing Your AI Search Work

THE ONE-PAGE CHECKLIST · [THEINNERLABS.COM/GUIDES/QUESTIONS-TO-ASK-AI-SEARCH-PROVIDER](https://theinnerlabs.com/guides/questions-to-ask-ai-search-provider)

01 Which prompts are you tracking, and how did you choose them?

GOOD ANSWER They show you the list. It came from your sales calls, support tickets and category research. You can edit it.

WARNING SIGN The list came from a keyword tool, or they can't show it to you, or you've never seen it.

02 What's my share of voice against my top three competitors right now?

GOOD ANSWER A number, with the prompt set and date range attached.

WARNING SIGN "We're working on getting you visible" or a general statement about improvement.

03 Which sources are the AI engines citing when they answer questions in my category?

GOOD ANSWER A list of specific domains, with frequencies.

WARNING SIGN A general answer about "authoritative sources" or "quality content."

04 How often are prompts run, and how many times each?

GOOD ANSWER Daily collection, with monthly reporting.

WARNING SIGN "We check monthly" or, worse, no clear answer.

05 Are you measuring Hindi and Hinglish, or only English?

GOOD ANSWER Either "yes, here's the split" or "we tested it for your category and it made no difference, here's the comparison."

WARNING SIGN They haven't considered it.

06 Can you break my results down by city and buyer type?

GOOD ANSWER Yes, and they show you.

WARNING SIGN One national number.

07 What are you doing off my website?

GOOD ANSWER Specific work on specific third-party sources. Named publications, aggregators, review platforms, communities.

WARNING SIGN The entire plan is on-site content and schema markup.

08 What changed after the last model update?

GOOD ANSWER They know when it happened, and they can tell you what moved.

WARNING SIGN Blank look.

09 Can I see the raw data?

GOOD ANSWER Yes.

WARNING SIGN Only a monthly slide.