

AI Discoverability Prompt Checklist for Startups

Prompts to Test Your Startup's LLM Citations by Industry

Before changing content, adding schema, or buying tools, you need a baseline. In simple terms, a baseline answers one question: "How visible is my startup in AI answers today?" Without this step, founders often "optimize blindly" and have no way to tell what actually worked. A practical AI discoverability baseline consists of prompt testing, traffic checks, and crawl verification.

How to use these prompts: Replace the placeholders in brackets (e.g., [Your Brand], [Competitor]) with your specific details. Run each prompt in ChatGPT, Perplexity, and Gemini. Then, log the results: whether your brand is mentioned, your position in the response, which competitors appear, and what sources are cited. This process creates your actionable visibility baseline.

SaaS Startups | E-commerce | Fintech Startups | HealthTech/Wellness | EdTech Startups | MarTech | Marketplace/Platform Startups | DevTools/API-First Startups | AI/ML Startups | Climate Tech/Sustainability

1. SaaS Startups

Prompt Template	Intent Type
"How does [problem your SaaS solves] work in modern businesses?"	Informational
"What are the key features to look for in [your category] software?"	Informational
"Explain the difference between [your approach] and [traditional approach] for [use case]"	Informational
"What are common challenges when implementing [your solution category]?"	Informational
"How do teams typically measure ROI from [your software category]?"	Informational
"Best [your category] tools for [target customer segment] in 2026"	Commercial
"[Your Brand] vs [Top Competitor] vs [Second Competitor] comparison"	Commercial
"Alternatives to [market leader] for [specific use case or team size]"	Commercial
"Top [your category] software with [your unique feature]"	Commercial
"Which [your category] platform is best for [specific workflow or integration]?"	Commercial
"How much does [your category] software cost for a [team size] team?"	Transactional
"[Your category] tools with free trial or freemium plans"	Transactional
"Best budget-friendly [your category] solution for startups"	Transactional
"[Your Brand Name] pricing and plans"	Navigational
"[Your Brand Name] review and customer testimonials"	Navigational

2. E-commerce Brands

Prompt Template	Intent Type
"What should I look for when buying [your product category] online?"	Informational
"How to choose the right [product type] for [specific need or demographic]"	Informational
"What's the difference between [your product material/type] and [alternative]?"	Informational
"Common mistakes people make when purchasing [your product category]"	Informational
"How long does [your product category] typically last?"	Informational
"Best [your product category] brands for [target customer] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] vs [Competitor 2] quality comparison"	Commercial
"Where to buy high-quality [your product category] online"	Commercial
"Top-rated [your product category] for [specific use case]"	Commercial
"[Your product category] with [your unique feature or benefit]"	Commercial
"Affordable [your product category] under [price point]"	Transactional
"[Your product category] with free shipping and returns"	Transactional
"Best deals on [your product category] for [occasion/season]"	Transactional
"[Your Brand Name] customer reviews and ratings"	Navigational
"[Your Brand Name] return policy and shipping information"	Navigational

3. Fintech Startups

Prompt Template	Intent Type
"How does [your financial solution type] work for [target customer]?"	Informational
"What are the security features I should expect in [your category] platforms?"	Informational
"Explain [financial concept your product addresses] in simple terms"	Informational
"What are the risks of using [your solution category]?"	Informational
"How is [your approach] different from traditional [banking/payment/investment] methods?"	Informational
"Best [your category] apps for [demographic or use case] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] fees and features comparison"	Commercial
"Alternatives to [established player] with lower fees"	Commercial
"Top [your category] platforms for [specific financial goal]"	Commercial
"[Your category] solutions with [your unique feature like instant approval/no fees]"	Commercial
"How much does [your service] cost monthly?"	Transactional
"[Your category] with no hidden fees or free tier"	Transactional
"Best value [your category] for [customer segment]"	Transactional
"[Your Brand Name] trustpilot reviews and user ratings"	Navigational
"[Your Brand Name] account setup and requirements"	Navigational

4. HealthTech/Wellness

Prompt Template	Intent Type
"What are the benefits of [your health solution approach]?"	Informational
"How does [your technology/method] improve [health outcome]?"	Informational
"Is [your solution type] backed by scientific research?"	Informational
"What's the difference between [your approach] and [traditional healthcare method]?"	Informational
"Who should use [your solution category] and who shouldn't?"	Informational
"Best [your category] solutions for [condition or demographic] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] effectiveness and reviews"	Commercial
"Alternatives to [established solution] that are [your differentiator]"	Commercial
"Top-rated [your category] apps with [specific feature]"	Commercial
"[Your category] options covered by insurance or HSA"	Commercial
"How much does [your solution] cost per month?"	Transactional
"[Your category] with free consultation or trial period"	Transactional
"Affordable [your solution type] for individuals without insurance"	Transactional
"[Your Brand Name] clinical results and success stories"	Navigational
"[Your Brand Name] doctor recommendations and certifications"	Navigational

5. EdTech Startups

Prompt Template	Intent Type
"How effective is [your learning method] compared to traditional education?"	Informational
"What age group or skill level is [your solution] best suited for?"	Informational
"What learning outcomes can I expect from [your category] platforms?"	Informational
"How does [your approach] help with [specific learning challenge]?"	Informational
"What credentials or certifications do [your category] courses provide?"	Informational
"Best [your category] platforms for [learner type] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] vs [Competitor 2] course quality"	Commercial
"Alternatives to [market leader] for [specific subject or skill]"	Commercial
"Top [your category] apps with [your unique feature like AI tutoring]"	Commercial
"[Your category] platforms with job placement or certification"	Commercial
"How much does [your platform] subscription cost?"	Transactional
"[Your category] with free courses or money-back guarantee"	Transactional
"Most affordable [your category] for [student type or budget]"	Transactional
"[Your Brand Name] student reviews and success rates"	Navigational
"[Your Brand Name] course catalog and pricing tiers"	Navigational

6. MarTech

Prompt Template	Intent Type
"What metrics should I track when using [your tool category]?"	Informational
"How does [your solution] integrate with [common platforms in your space]?"	Informational
"What's the learning curve for [your tool category] platforms?"	Informational
"Common pitfalls when using [your category] tools"	Informational
"How do [your approach] tools improve [specific marketing outcome]?"	Informational
"Best [your category] tools for [agency size or industry] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] feature and pricing breakdown"	Commercial
"Alternatives to [expensive market leader] for small marketing teams"	Commercial
"Top [your category] platforms with [your unique capability]"	Commercial
"[Your category] tools that work well with [popular platform like HubSpot/Salesforce]"	Commercial
"[Your category] software pricing for [team size]"	Transactional
"[Your category] tools with free plan or trial"	Transactional
"Most cost-effective [your category] solution for bootstrapped startups"	Transactional
"[Your Brand Name] case studies and ROI examples"	Navigational
"[Your Brand Name] integration options and API documentation"	Navigational

7. Marketplace/Platform Startups

Prompt Template	Intent Type
"How does [your marketplace type] work for [user type: buyers/sellers/both]?"	Informational
"What fees should I expect when using [your category] platforms?"	Informational
"How safe is it to [transact/hire/sell] on [your marketplace category]?"	Informational
"What are the advantages of [your platform] over [traditional method]?"	Informational
"How do [your category] platforms handle [common concern like disputes/quality]?"	Informational
"Best [your marketplace category] platforms for [niche or region] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] commission and user experience"	Commercial
"Alternatives to [dominant platform] with [your advantage like lower fees]"	Commercial
"Top [your category] marketplaces for [specific transaction type]"	Commercial
"[Your category] platforms with best [seller/buyer] protections"	Commercial
"How much does it cost to [sell/list/hire] on [your platform]?"	Transactional
"[Your marketplace category] with no listing fees"	Transactional
"Most profitable [your marketplace category] for [user segment]"	Transactional
"[Your Brand Name] seller/buyer reviews and ratings"	Navigational
"[Your Brand Name] commission structure and payment terms"	Navigational

8. DevTools/API-First Startups

Prompt Template	Intent Type
"How to implement [your solution category] in [popular framework/language]?"	Informational
"What are the technical requirements for using [your tool category]?"	Informational
"Best practices for [your solution] in production environments"	Informational
"What's the difference between [your approach] and [alternative technical approach]?"	Informational
"Common integration challenges with [your category] APIs"	Informational
"Best [your category] APIs for [use case or scale] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] API performance and pricing"	Commercial
"Alternatives to [established provider] for [specific technical requirement]"	Commercial
"Top [your category] developer tools with [your unique feature]"	Commercial
"[Your category] services with best documentation and support"	Commercial
"[Your category] API pricing per [request/user/month]"	Transactional
"[Your category] platforms with free tier for developers"	Transactional
"Most affordable [your category] for early-stage startups"	Transactional
"[Your Brand Name] API documentation and quickstart guide"	Navigational
"[Your Brand Name] developer community reviews and GitHub stars"	Navigational

9. AI/ML Startups

Prompt Template	Intent Type
"How does [your AI solution] work compared to traditional [approach]?"	Informational
"What data requirements are needed for [your AI category] tools?"	Informational
"Explain [your AI technique] in simple terms for non-technical users"	Informational
"What are the limitations and risks of using [your AI category]?"	Informational
"How accurate is [your AI solution type] for [specific use case]?"	Informational
"Best [your AI category] platforms for [industry or use case] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] accuracy and performance comparison"	Commercial
"Alternatives to [market leader] AI tools with [your differentiator]"	Commercial
"Top [your AI category] solutions with custom model training"	Commercial
"[Your AI category] platforms with best API and integration options"	Commercial
"How much does [your AI solution] cost per [user/API call/month]?"	Transactional
"[Your AI category] with free tier or credits for testing"	Transactional
"Most affordable [your AI solution] for early-stage companies"	Transactional
"[Your Brand Name] model performance benchmarks and case studies"	Navigational
"[Your Brand Name] API documentation and implementation guide"	Navigational

10. Climate Tech/Sustainability

Prompt Template	Intent Type
"How does [your climate solution] reduce [environmental impact metric]?"	Informational
"What certifications or standards does [your solution category] meet?"	Informational
"Explain the ROI of implementing [your sustainability solution]"	Informational
"What's the difference between [your approach] and traditional [method]?"	Informational
"How do companies measure impact from [your solution category]?"	Informational
"Best [your category] solutions for [industry type] in 2026"	Commercial
"[Your Brand] vs [Competitor 1] environmental impact and cost"	Commercial
"Alternatives to [established player] for [specific sustainability goal]"	Commercial
"Top [your category] platforms with verified carbon reduction"	Commercial
"[Your category] solutions with [your unique feature like real-time tracking]"	Commercial
"How much does [your solution] cost for [company size or usage level]?"	Transactional
"[Your category] with pilot programs or initial assessments"	Transactional
"Most cost-effective [your solution] with measurable impact reporting"	Transactional
"[Your Brand Name] impact reports and customer success stories"	Navigational
"[Your Brand Name] sustainability certifications and third-party validation"	Navigational

How to Use This Checklist

1. **Replace placeholders:** Customize [Your Brand], [your category], [target customer], and [Competitor] with your specific details.
2. **Run prompts systematically:** Test each prompt in ChatGPT, Perplexity, and Gemini (45 total tests per industry).
3. **Log results:** Track: brand mentioned (yes/no), position (1st/2nd/3rd/not shown), competitors cited, sources referenced.
4. **Analyze patterns:** Identify which query intents surface your brand, which competitors dominate, and content gaps.
5. **Repeat weekly:** Select 5 high-priority prompts from gaps and retest to measure visibility improvement.

Pro Tip:

The prompts where competitors appear but you don't represent your highest-value optimization opportunities. Focus content creation and optimization efforts there first.

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Track, Monitor, and Optimize Your AI Visibility