The AI Lead Tracking Checklist

8 checks to see if ChatGPT and other AI tools are sending you customers

- [ ] **1.** "How did you find us?" is on the first step of your form
- [ ] **2.** "AI assistant (ChatGPT, Claude, Perplexity, Gemini, etc.)" is a choice
- [ ] **3.** The list has an "Other" option
- [ ] **4.** Form submissions are tracked as a key event
- [ ] **5.** You record each lead's answer next to the lead
- [ ] **6.** Each month you compare chatgpt.com visits with "AI assistant" leads
- [ ] **7.** If you've claimed your ChatGPT business profile, you note Business Hub clicks too
- [ ] **8.** Each month you ask ChatGPT your customers' top question and note the answer

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Any box you can't tick is a lead source you can't see. Start with the form question.