SAMPLE AI VISIBILITY REPORT

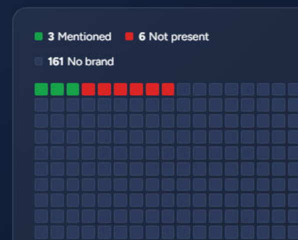
Phil Worthington
Founder

[redacted]

Your clients asked AI 170 times.

[redacted] appeared 3 times.

This audit ran the 34 questions about digital marketing services that clients type into ChatGPT, Claude, Gemini, Perplexity and Google's AI answers. Competitors got named instead. Below is the full picture, and the plan to make [redacted] the brand AI recommends.



170 answers, one square each

Every square is one assistant answering one buyer question. 34 questions across 5 assistants.

[redacted] filled 3 of them. The 161 dark squares are answers where AI named no brand it tracks, which is where the room to be named sits.

ChatGPT · Claude · Gemini · Perplexity · Google AI

Every question was asked on each of these assistants, the same tools your clients use to decide.

This audit ran 200 checks: 40 questions across 5 AI assistants. 6 ask about [redacted] by name and are set aside as a control; your visibility results come from the 34 buyer questions that decide who gets recommended.

Here is what your clients see right now

One real question, one real answer, from the audit generated 2026-08-19.

comparison of local digital marketing agencies in uk — CHATGPT

Here's a comprehensive comparison of local digital marketing agencies in the UK, based on the most recent and reputable sources as of August 2026: Agency Directories & Matching Platforms Compare.Agency A trusted platform offering unbiased, side-by-side comparisons of UK digital marketing agencies.

Show full answer

2 providers named by the AI. [redacted] absent. Your clients read this answer and go with those names.

[redacted] and competitors are highlighted in the answer.

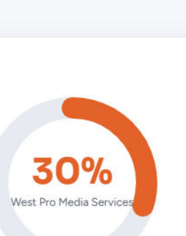
Your competitors already own these answers

[redacted] share of voice: 30%

How often each brand appeared across all 170 tests.

Share of voice is [redacted] portion of all brand mentions counted in this section, meaning you and the named competitors together. It is a share of mentions rather than a percentage of the 170 tests.

Brand	Appearances
WebFX	2 / 170
Straight North	2 / 170
SmartSites	1 / 170
Thrive Internet Marketing Agency	1 / 170
Directive	1 / 170
[redacted] (you)	3 / 170



Of 10 brand mentions in your category, 3 were [redacted] AI named no brand at all in 161 of the 170 answers.

Every one of those mentions started as content someone published. You published more of it, in more places, and the lead holds only while that stays true.

Citations over time

An independent index tracks how often AI assistants cite each brand over time, from a source separate to the live tests above. There is no history for this domain yet, so there is no line to plot.

No independent citation history was found for [redacted] yet.

This index holds history for any domain it already tracks. A blank here means the assistants are not citing this domain yet, from a source separate to the live tests above.

Why you are not in the index yet

AI can only repeat what has already been published. The independent index tracks brands the assistants already cite across the web, and a blank means the assistants are not yet citing this domain from a source outside the live tests above.

If you never say it, AI cannot repeat it, and you leave your online reputation to chance or to your competitors.

That is a starting position, not a verdict. Publish answers to the questions your buyers ask, across the sites the assistants already read, and the brand starts appearing in the pool those answers are built from, where the index can track it.

The 34 questions your clients actually ask

Grouped by buying stage. Each pill is one assistant answering one question.

[redacted] present · [redacted] not present · No brand named

Pain and problem questions

14 questions

BUYER MECHANISM

The client describes a business problem or marketing challenge without knowing what type of service or provider might solve it. This stage matters because naming a specific solution type shapes the entire buying process that follows.

WHAT A MENTION WINS

[redacted] wins early positioning as the category that solves this problem. When AI connects the pain point directly to digital marketing services, the client skips researching unrelated solutions and moves straight into evaluating providers like [redacted]

Question	Assistants
why are we not getting enquiries even though people visit our website	ChatGPT · Claude · Gemini · Perplexity · Google AI
how do i get my business to show up when customers search for what we do	ChatGPT · Claude · Gemini · Perplexity · Google AI
[redacted]	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
how can i prove my business is trustworthy to new customers	ChatGPT · Claude · Gemini · Perplexity · Google AI
[redacted]	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI

Product and solution questions

14 questions

BUYER MECHANISM

The client knows they need [redacted] and asks AI which provider to hire. They compare capabilities, pricing models, and track records. This stage matters because the client has budget allocated and a shortlist takes shape here.

WHAT A MENTION WINS

[redacted] wins a spot on the shortlist when AI names them as a recommended provider. The client visits the website, reviews case studies, and often reaches out for a consultation. Being named here turns research into a qualified sales conversation.

Question	Assistants
best way to answer customer questions before they buy	ChatGPT · Claude · Gemini · Perplexity · Google AI
how to improve visibility for small business in local search	ChatGPT · Claude · Gemini · Perplexity · Google AI
what service helps businesses get more google reviews	ChatGPT · Claude · Gemini · Perplexity · Google AI
[redacted]	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI

Brand and comparison questions

6 questions

BUYER MECHANISM

The client has narrowed their choice to a few agencies and verifies that [redacted] delivers results before signing a contract. They ask about reliability, client satisfaction, and whether the investment makes sense. This stage matters because doubt kills deals right before the signature.

WHAT A MENTION WINS

[redacted] wins deal closure when AI confirms their legitimacy and performance. Positive verification removes the final barrier between consideration and commitment. The client moves from evaluating to onboarding with confidence that they chose the right partner.

Question	Assistants
comparison of brightlocal vs whitespark for local seo agencies	ChatGPT · Claude · Gemini · Perplexity · Google AI
[redacted]	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI
	ChatGPT · Claude · Gemini · Perplexity · Google AI

Each red pill is a question with no answer of yours in circulation. Publish one answer, and the assistants have something of yours to name.

How this was measured: all 170 question and surface combinations ran as live calls: 34 questions to ChatGPT, Claude, Gemini and Perplexity, plus a live Google results check for AI Overviews on each question. A pill counts as a mention when your brand name appeared in the answer body or its cited sources. Answers where an assistant skipped its live web search are counted and marked; those come from the model's stored memory, and your clients see them too. Redirect and tracking links are filtered out of citations before counting. No simulations and no extrapolation. These are the answers your clients saw this week

Models measured: gpt-4o, claude-haiku-4-5, gemini-2.5-flash, sonar, google-ai-overview.

1 of 170 tests did not return a valid answer and are excluded from every figure on this page.

WHERE THE GAP SITS IN THE BUYER JOURNEY

[redacted] is named least on the questions closest to the sale.

34 buyer questions, grouped by how close the buyer is to choosing. The bar is the share of questions in that stage where at least one assistant named [redacted]

Stage	Questions
Pain and problem — They know they have a problem and are looking for the best way to solve it.	0 / 14 questions
Product and solution — They know the solution and are looking for the best product or service.	1 / 14 questions
Brand and comparison — They know exactly what they need and are choosing a provider. This is the last question before the sale.	0 / 6 questions
Branded control check — Asked about [redacted] by name. Scored separately, and never counted in the totals above.	6 / 6 questions

CLOSER TO THE SALE

AI can describe [redacted] on request, **6 times out of 6**. It brings [redacted] up on its own **0 times in 6** when a buyer is choosing a provider.

The stages where your brand is thin are the stages where no answer of yours exists yet. Publishing into those questions is what moves the bar.

Control check: when buyers ask about [redacted] by name

These 6 questions include your brand name, so AI naming you here is expected and none of them count in the numbers above. What matters is what the answers say, and if your site is the source.

AI knows [redacted] and cites your site when asked directly. The base is solid. The gap is the 34 questions above, where buyers never use your name and the answers decide who gets the sale.

Question	Assistants
is [redacted] reliable for small businesses	ChatGPT · Claude · Gemini · Perplexity · Google AI
[redacted] reviews from actual clients	ChatGPT · Claude · Gemini · Perplexity · Google AI
how much does [redacted] charge for google business profile management	ChatGPT · Claude · Gemini · Perplexity · Google AI
[redacted] vs other digital marketing agencies	ChatGPT · Claude · Gemini · Perplexity · Google AI
does [redacted] work with startups on tight budgets	ChatGPT · Claude · Gemini · Perplexity · Google AI
what results can you expect from [redacted]	ChatGPT · Claude · Gemini · Perplexity · Google AI

What your content talks about vs what your clients ask

The fastest way to see why the answers above skip [redacted]

Your site's content lines up with 25 of the 34 questions your clients ask AI.

Categories your site covers

- digital marketing solutions
- online visibility improvement
- [redacted]

What your clients actually ask

- comparison of brightlocal vs whitespark for local seo agencies
- [redacted]

The assistants can only cite what exists. Every question on the right with no matching content is an answer handed to a competitor.

Where the openings are

Every card below is a question set where the answer can change, ranked by how much buying intent sits behind it.

5/170 Competitor-won questions

5 questions where AI names a competitor and never names [redacted] Those buyers get sent somewhere else.

0/34 Weakest AI surface

Google AI never named [redacted] across all 34 questions. Every client who asks there gets an answer with your brand missing.

0/14 Buying-stage gap

When clients describe a problem, [redacted] shows up in 0 of 14 answers. This is the moment they pick which providers to look at. Miss it and you are off the list before the comparison even starts.

3/170 Mentioned, not cited

3 answers name [redacted] without linking your site as a source. Links teach the assistant to trust you more next time. A mention without one can fade.

56 Training-data answers

56 answers came from the AI's stored memory, without checking the live web. Your brand only gets into these once it shows up in the sources the assistants read and learn from.

The plan below closes these in order of buying intent.

Sound familiar?

The pattern behind these numbers shows up the same way in almost every business audited.

- Ad costs climb every year while the same budget brings in less.
- The old ways of getting found keep getting quieter, and nothing you try moves the number back.
- Buyers screenshot AI answers naming your competitors and ask why you are not in them.
- Agencies pitch technical fixes that change nothing a buyer ever sees.

Every month you wait, the names AI already knows get named more. If you never say it, AI cannot repeat it.

Why "AI SEO" audits change nothing

Most "AEO" and "AI SEO" agencies sell technical fixes that are rarely needed. Here is the common sense they skip.

Technical fixes are the small lever

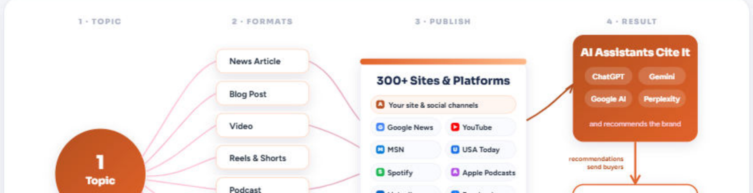
The AI companies scraped the whole internet to build these assistants. Nobody handed it over. They took it. So the assistants already read your site. Clean site structure helps a little and is worth having, and it only sets the floor. What decides who gets recommended is how often your brand shows up across the other trusted sites the assistants pull answers from.

What the assistants actually reward

Content and brand popularity. The assistants recommend the names they keep meeting across trusted news sites, videos, podcasts and platforms. The brands cited most get recommended most. That is the whole game, and it is the one part "AI SEO" vendors never touch, because producing real coverage at that scale is the hard part.

The chart below shows the two ways brands publish, over 24 months. The grey line is mass-produced AI content pushed onto one site: it spikes when it first gets indexed, then the assistants filter it as spam and it collapses. The orange line is MultiCast content: fewer topics, 8 formats each, placed on trusted sites, where every placement keeps earning citations and the curve keeps climbing.

How to get every AI and search engine recommending [redacted] and not your competitors

The method is called MultiCasting. You take one topic your clients ask about, turn it into 8 ready-to-publish formats, and post them across 300+ trusted sites and platforms the AI assistants already read. The assistants keep seeing [redacted] in the sources they trust, so they start naming it in answers.

Getting one topic published across news sites, video, audio and social used to take a team of specialists and weeks of work, so almost nobody did it. The MultiCasting method, invented by the team that fulfils this plan, produces all 8 formats and places them in one campaign. That is why the brands below hold answers your own site alone can never reach.