

## AI VISIBILITY PLAYBOOK

**[CLIENT]**

example.co.uk

**AI can find your business when people already know your name.**

But it rarely recommends you to new customers yet.

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**160 AI searches**

10 real questions customers ask before choosing, asked across 8 AI tools, each question twice, every answer saved, and the whole report read by a real person before it reached you.

YOUR AI VISIBILITY PLAYBOOK · SUMMARY

AI can find your business when people already know your name. But it rarely recommends you to new customers yet.

WHEN A CUSTOMER ASKS

"Who would you recommend for residential lettings in South London?"

AI ANSWERED WITH

1 [competitor 1]

2 [competitor 2]

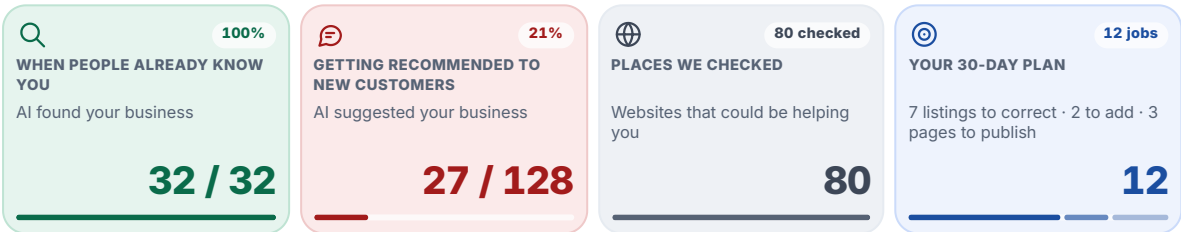
3 [competitor 3]

\* [CLIENT]

Not mentioned

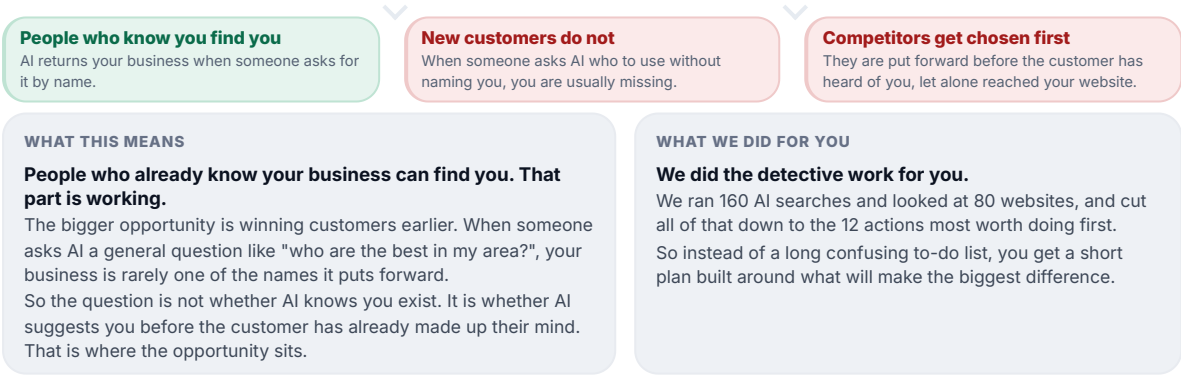
These are the businesses AI put forward instead of yours.

Your headline numbers



What is happening

Each step follows from the one before it.



|                                   |                                                                |                                                      |                                                               |                                                                    |
|-----------------------------------|----------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------------------|
| AI SEARCHES WE RAN                | AI TOOLS WE CHECKED                                            | WHAT AI SAID ABOUT YOU                               | HOW HIGH UP YOU APPEARED                                      | WEBSITES WE LOOKED AT                                              |
| 160 of 160                        | 8                                                              | 38 positive                                          | 8 of 18                                                       | 80 to 9                                                            |
| Every search we planned completed | Six AI assistants, plus Google AI Overviews and Google AI Mode | 19 mixed and 0 negative, of 57 answers we could rate | Times you were named first when the answer gave a ranked list | 9 to act on now, 10 lined up after those, and 61 that need nothing |

**HOW WE CHECKED THIS**  
We tested 10 real questions customers ask before choosing across 8 AI tools, asked each one twice, and saved every answer. A real person read the results before this reached you. It shows where your business stands right now.  
Everything here is measured across the 10 questions you approved, not across every question your customers could ask.  
**Nothing negative was said about your business in any answer we could rate. 19 of the 57 were lukewarm rather than clearly positive. 2 answers were too unclear to rate either way.**

## The first 2 jobs.

Everything else in this report explains where you stand and why. These are the moves to make first, in order. Each one has a full page later, with what to have ready and how you know it is done.

### 01 [website 4]

12 times AI answers used it · 4 named in the same answers

Create or claim your listing here using your confirmed business details.

### 02 [website 5]

4 times AI answers used it · 6 named in the same answers

Create or claim your listing here using your confirmed business details.

Full instructions for each of these start on **page 9**.

7 listings to correct · 2 to add · 3 pages to publish. The rest of the plan follows the 2 above.

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#### WHY THESE THREE, IN THIS ORDER

Ordered by how realistically you can act on each one, not by how often AI used it. A website you can join today outranks a stronger one with no clear route in.

WHERE YOU WIN AND WHERE YOU LOSE

Gemini and Google AI Mode never named you on a question that did not use your name.

Perplexity named you in 10 of 16 of those AI searches and those tools in none. The same business, the same questions, a different answer depending on which AI the customer happened to ask.

The two blocks answer different questions and must not be read across. On the left, whether AI can produce you when it is handed your name. On the right, whether it finds you for a customer who has never heard of you.

| AI TOOL             | ASKED FOR YOU BY NAME                                       | ASKED WITHOUT YOUR NAME                                                                                                                                                                           |
|---------------------|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ChatGPT             | <div><div></div><div></div><div></div><div></div></div> 4/4 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> 8/16  |
| Gemini              | <div><div></div><div></div><div></div><div></div></div> 4/4 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> 0/16  |
| Claude              | <div><div></div><div></div><div></div><div></div></div> 4/4 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> 1/16  |
| Perplexity          | <div><div></div><div></div><div></div><div></div></div> 4/4 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> 10/16 |
| Grok                | <div><div></div><div></div><div></div><div></div></div> 4/4 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> 5/16  |
| DeepSeek            | <div><div></div><div></div><div></div><div></div></div> 4/4 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> 1/16  |
| Google AI Overviews | <div><div></div><div></div><div></div><div></div></div> 4/4 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> 2/16  |
| Google AI Mode      | <div><div></div><div></div><div></div><div></div></div> 4/4 | <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> 0/16  |

☒ One answer that named you    ☐ One answer that did not  
Every square is one real AI answer, saved.

21%

FOUND WITHOUT YOUR NAME  
27 of 128 AI searches

100%

FOUND WITH YOUR NAME  
32 of 32 AI searches

WHY THESE ARE TWO BLOCKS

A question that names the business tells the AI the business exists, so it is a near-certain hit and measures reputation rather than reach. Averaging the two together flatters the figure. They are counted apart and must not be read across.

HOW TO READ THE SQUARES

Every square is one AI answer we asked for and saved. A block only ever shows the answers that actually **ran** on that tool, so if a tool was down there are fewer squares; it never counts against you.

MY PLAN

Every job in the plan has a window inside the next 30 days.

The owner column is blank on purpose: write a name into it, because an action with nobody against it is the one that does not happen.

| Day 1                                           | 7 | 14 | 21 | 30                             |
|-------------------------------------------------|---|----|----|--------------------------------|
| Correct the listings you already have           |   |    |    | Days 1-7                       |
| <div><div></div></div>                          |   |    |    | OWNER <input type="checkbox"/> |
| Close the verified gaps                         |   |    |    | Days 8-14                      |
| <div><div></div></div>                          |   |    |    | OWNER <input type="checkbox"/> |
| Answer the 3 questions nothing of yours answers |   |    |    | Days 8-21                      |
| <div><div></div></div>                          |   |    |    | OWNER <input type="checkbox"/> |
| Treat influence selectively                     |   |    |    | Days 15-30                     |
| <div><div></div></div>                          |   |    |    | OWNER <input type="checkbox"/> |

Nothing here needs a specialist: every job is a form to complete or a page to publish.

None of the 12 actions ticked off yet. You can tick them off in your dashboard as you go.

4

WORKING WINDOWS

inside 30 days

WHY THIS ORDER

Correct the details that are already published first. Once those are right, the new listings and the new pages can run alongside each other: every new listing is built from those details, so fixing them afterwards means doing the same work twice.

## WHY THESE PRIORITIES AND NOT THE OTHERS

# 80 websites were relevant. 9 of them are worth your time now.



## Where you're being missed

3 of your questions came back with no mention of you on any AI tool.

- Who would you recommend for residential lettings in South London? **0 of 16**
- Which letting agents in South London have the best reviews from landlords? **0 of 16**
- What fees do property management agents typically charge? **0 of 16**

## What your competitors confirm

[competitor 4] shows up around the same websites as you more than anyone else. They appear around 25 relevant websites, including 2 of your 2 priority websites. Use this to help decide where to focus. It does not prove these websites made AI recommend anyone.

## What we deliberately ignored

We reviewed 80 relevant websites and narrowed them to 9 to act on now: 2 gaps to close and 7 listings to correct, with 10 more lined up for when those are done. The other 61 need nothing from you right now. 14 websites already feature the business: 7 need a correction and are among the 9 above, and the other 7 need nothing. The value of the Playbook is knowing what not to spend time on.

## 80 > 9

### NARROWED TO

websites worth acting on

#### WHAT A GAP ACTUALLY MEANS

A question every AI tool missed is usually a content gap rather than a listing gap: across the 8 AI tools we checked, we could not find enough published evidence connecting you to that question. That is why those become content jobs rather than directory jobs.

#### ON COMPETITOR OVERLAP

Repeated overlap tells you where a route in exists, because somebody comparable already took it. It does not prove that any website made AI recommend anyone, and this report never claims that it does.

WHAT WE MEASURED YOU AGAINST

Everything in this report is checked against the details you confirmed.

|               |               |
|---------------|---------------|
| Business name | [CLIENT]      |
| Address       | [redacted]    |
| Phone         | [redacted]    |
| Website       | example.co.uk |

7 existing listings need correcting; they are itemised earlier in this report.

The method

SearchScore tested 10 real questions customers ask before choosing, across 8 AI tools, asking each question twice (six AI assistants, plus Google AI Overviews and Google AI Mode). That planned 160 AI searches; 160 of them ran.

We then reviewed the websites that appeared around those answers, checked where the business already showed up, compared competitor overlap, removed low-value tasks and human-reviewed the final priorities before release.

The 10 questions you approved are a sample of your customers' buying journey, not every question they could ask. These results describe your visibility for this question set rather than a total across your whole market.

By AI tool

| AI TOOL             | AI SEARCHES RUN | MENTIONED YOU |
|---------------------|-----------------|---------------|
| ChatGPT             | 20 of 20        | 12 (60%)      |
| Gemini              | 20 of 20        | 4 (20%)       |
| Claude              | 20 of 20        | 5 (25%)       |
| Perplexity          | 20 of 20        | 14 (70%)      |
| Grok                | 20 of 20        | 9 (45%)       |
| DeepSeek            | 20 of 20        | 5 (25%)       |
| Google AI Overviews | 20 of 20        | 6 (30%)       |
| Google AI Mode      | 20 of 20        | 4 (20%)       |

IF A DETAIL IS WRONG

Tell us before you change any listing. Every finding in this report is measured against the record on this page, so a wrong detail here makes the comparisons wrong too.

WHERE THE METHOD ALSO LIVES

The same method is in your Playbook online, under How we checked, beside the evidence it describes.

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# 21%

## is where you start

Today's headline, and the figure to beat when you check again.

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## Come back to this page when you re-check.

AI answers move. One snapshot tells you where you stand on 26 August 2026; two tell you which way you are going. These are the numbers worth comparing against, taken from this report.

### Your baseline

1. **Your headline number.** Today AI mentioned you in 27 of 128 AI searches where customers did not name you (21%). That is the figure to watch.
2. **The 3 questions you scored zero on.** Any mention at all against any of them is movement. They are the content jobs in your plan.
3. **The 2 listings you are missing.** [website 4], [website 5]. Live and complete is the result, whether or not AI has picked them up yet.
4. **The 7 listings showing the wrong details.** Every one agreeing with the record above.

### WHAT WE PROMISE

We measure what changed; we do not promise which way. Being listed somewhere does not guarantee AI will mention you.

### WHEN TO LOOK AGAIN

A month is the shortest gap worth measuring. Anything sooner mostly measures the noise in AI answers rather than the effect of your work.