

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.

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.

The good news: we have already worked out the 12 things most worth doing first: 7 listings to correct, 2 to add and 3 pages to publish.

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.



100%

WHEN PEOPLE ALREADY KNOW YOU

AI found your business

32 / 32



21%

GETTING RECOMMENDED TO NEW CUSTOMERS

AI suggested your business

27 / 128



80 checked

PLACES WE CHECKED

Websites that could be helping you

80



12 jobs

YOUR 30-DAY PLAN

7 listings to correct · 2 to add · 3 pages to publish

12

People who know you find you

New customers do not

Competitors get chosen first

WHAT THIS MEANS

People who already know your business can find you. That part is working.

The bigger opportunity is winning customers earlier. When someone asks AI a general question like “who are the best in my area?”, your business is rarely one of the names it puts forward.

So the question is not whether AI knows you exist. It is whether AI suggests you before the customer has already made up their mind. That is where the opportunity sits.

WHAT WE DID FOR YOU

We did the detective work for you.

We ran 160 AI searches and looked at 80 websites, and cut all of that down to the 12 actions most worth doing first.

So instead of a long confusing to-do list, you get a short plan built around what will make the biggest difference.

AI SEARCHES WE RAN

160 of 160

Every search we planned completed

AI TOOLS WE CHECKED

8

Six AI assistants, plus Google AI Overviews and Google AI Mode

WHAT AI SAID ABOUT YOU

38 positive

19 mixed and 0 negative, of 57 answers we could rate

HOW HIGH UP YOU APPEARED

8 of 18

Times you were named first when the answer gave a ranked list

WEBSITES WE LOOKED AT

80 to 9

9 to act on now, 10 lined up after those, and 61 that need nothing list

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.

What is in this report

- | | | |
|----------|--|-------------|
| 1 | Your questions, and what AI said
The ten buying questions you approved, and the answers AI actually gave, word for word. | pages 4–6 |
| <hr/> | | |
| 2 | Where you stand today
How often each AI tool names you, when people search for you and when they do not. | pages 7–8 |
| <hr/> | | |
| 3 | What to do next
Everything worth doing, in the order to do it, inside thirty days. | pages 9–13 |
| <hr/> | | |
| 4 | The priorities in detail
A page for each job: why it matters, what to do, and when you can call it done. | pages 14–20 |
| <hr/> | | |
| 5 | Why these priorities
How we narrowed every website we checked down to the few worth your time. | page 21 |
| <hr/> | | |
| 6 | The evidence behind it
Every question against every AI tool, and the businesses named instead of you. | pages 22–25 |
| <hr/> | | |
| 7 | Every website reviewed
The full list, with a verdict on each one, so nothing is hidden from you. | pages 26–29 |
| <hr/> | | |
| 8 | Method and limitations
Exactly what we measured, how we measured it, and what it does not tell you. | page 30 |
| <hr/> | | |
| 9 | What happens next
How to keep this current, and what changes once the first jobs are done. | pages 31–32 |

WHAT WE ASKED, IN YOUR WORDS

The 10 questions you approved.

Every check in this report starts from one of these. You reviewed and approved each one before the research ran, so the results measure the buying situations you actually care about.

1. Which estate agents in the city centre would you recommend?
2. Which estate agents in the city centre are known for great service?
3. Who are the property agents in the city centre that landlords tend to go with?
4. Who would you recommend for residential lettings in South London?
5. Which letting agents in the city centre would you recommend for property management?
6. Which letting agents in South London have the best reviews from landlords?
7. Which estate agents in the city centre should I compare before making a decision?
8. What fees do property management agents typically charge?
9. Is [CLIENT] a reputable estate agent?
10. How does [CLIENT] compare to [competitor 7] and [competitor 6] for property management in the city centre?

10

QUESTIONS

approved by you

WHY THEY MATTER

A report is only as good as what it asked. These are stated up front so every number that follows can be traced back to a question you chose.

YOUR WORKING ORDER

Everything in this report fits into the next 30 days.

Work down the table. The owner column is deliberately blank: write a name into it, because an action with nobody against it is the one that does not happen. Tick the work off in your dashboard rather than here, so everyone looking at it sees the same picture.

WHEN	WHAT HAPPENS	OWNER	DONE
Days 1-7	Correct the listings you already have Check the 13 listings that already mention you and correct anything wrong: address, phone, service area, categories, links and proof points. The new listings are built from these details, so getting them right first saves doing the work twice.		☐
Days 8-14	Close the verified gaps Complete the 2 first-priority listing/profile actions before creating any new outreach work.		☐
Days 8-21	Answer the 3 questions nothing of yours answers Publish a clear, honest page for each of the 3 buying questions that returned you nowhere, then keep it accurate. This runs alongside the listings rather than after them: a page takes longer to be picked up than a listing takes to appear.		☐
Days 15-30	Treat influence selectively Watch the editorial sources that recur in the evidence. Only pitch where a real page-level angle and route can be defended.		☐

Nothing here needs a specialist. Each job is a form to complete or a page to publish, and the detail for every one of them is on the pages that follow.

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

12

JOBS IN TOTAL

7 listings to correct, 2 listings to add, 3 pages to publish

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.

PRIORITY 1 OF 2

[website 4]

Directory / listing source

Effort: Low-Medium

You: Missing

			
12	4	1	2
times AI answers used it	of your questions	AI assistant	rounds of checking

Start here: [https://\[website 4\]/directory/categories/estate-residential-agents/](https://[website 4]/directory/categories/estate-residential-agents/)

Why this made the list

AI answers pointed to this website 12 times while answering 4 of your customer questions. It came up in both rounds of checking, so it is not a one-off. Your competitor [competitor 4] is already listed here, along with 3 others.

You are missing from it, there is a clear way to get added, and the evidence behind it is strong.

Already listed here: [competitor 4], [competitor 6], [competitor 7], [competitor 8].

What to do

Get the business listed here: this website is relevant, 4 rivals already show up around it, and there is a clear way to get added.

Use the website’s own listing or sign-up form rather than emailing an editor out of the blue.

First step: Create or claim your listing here using your confirmed business details.

 **YOU CAN STOP WHEN**
A complete, accurate [CLIENT] listing is live and easy to find on this website.

WHERE THIS SITS

Priority 1 of 2, effort low-medium. 4 competitors are already listed here, which is the clearest signal that the route in works.

WHEN IT IS DONE

Tick it off in your online Playbook as well as here. Your progress is saved against the same plan, so the two never disagree.

THE FULL SCOREBOARD

Every question, against every AI tool.

Your questions in the order you approved them, and what each AI tool said about you. A filled square means it named you both times we asked.

CUSTOMER QUESTION	CHATGPT	GEMINI	CLAUDE	PERPLEXITY	GROK	DEEPSEEK	GOOGLE AI OVERVIEWS	GOOGLE AI MODE	NAMED
1 Which estate agents in the city centre would you recommend?									4/16
2 Which estate agents in the city centre are known for great service?									3/16
3 Who are the property agents in the city centre that landlords tend to go with?									8/16
4 Who would you recommend for residential lettings in South London?									0/16
5 Which letting agents in the city centre would you recommend for property management?									6/16
6 Which letting agents in South London have the best reviews from landlords?									0/16
7 Which estate agents in the city centre should I compare before making a decision?									6/16
8 What fees do property management agents typically charge?									0/16
9 Is [CLIENT] a reputable estate agent?									16/16
10 How does [CLIENT] compare to [competitor 7] and [competitor 6] for property management in the city centre?									16/16
Tool	12/20	4/20	5/20	14/20	9/20	5/20	6/20	4/20	59/160

Named both times

Named once of two

Checked, never named

Your 10 questions, in the order you approved them

2 of 10 questions were answered with your name every single time it completed. 3 returned it nowhere at all, and those rows are the gap the plan closes.

WHAT WE MEASURED YOU AGAINST

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

Business name	[CLIENT]
Address	95 Spencer Street the city centre South London B18 6DA
Phone	[redacted]
Website	example.co.uk

Everything in this report is measured against these details. If any of them are wrong, tell us before you change any listing.

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%)

The 10 questions this was run against are printed in full at the front of this report, in the section named after them.

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.

WHAT THIS REPORT CANNOT TELL YOU

AI answers change over time, and this report is a picture of one moment. The percentages can move between runs, and being listed on a website does not guarantee AI will mention you. Checking again over the coming weeks is how a snapshot becomes a trend you can trust.