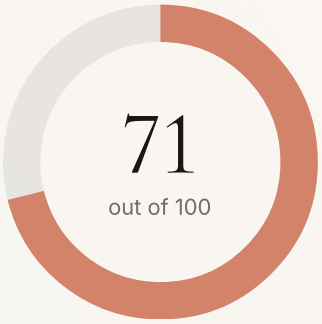
AI VISIBILITY AUDIT | THE SUMMARY

Illustration only: a fictional firm, not a real business. These are not real results, and not a typical or promised result.

Hazelwray IT

Asked for IT support in Farnham, both assistants name you nearly every time. Asked about prices or Cyber Essentials, they mostly name others.



YOUR AI VISIBILITY SCORE

Strong: protect and extend

No jargon, nothing you need a developer to understand

A sample prepared by Aether AI, for a firm that does not exist · 3 November 2026

WHAT THIS IS, AND WHY IT MATTERS

An AI assistant is a chat program such as ChatGPT or Claude. People type a question and get a written *answer*, not a list of links.

Instead of reading ten websites, a customer can now ask one of these assistants. They type a question such as “which IT support company should I use?” and get back a short list of names. If your name is on that list, you may get the enquiry. If it is not, the enquiry may go to a firm that is.

1

A CUSTOMER ASKS

“which IT support company should I use?”

→

2

THE ASSISTANT READS

Your website, your Google listing, directories and other sites, in that moment.

→

3

IT ANSWERS WITH A FEW NAMES

If yours is one of them, you may get the enquiry.

WHAT A REAL AUDIT DOES

18	×	2	×	3	=	108
questions		assistants		runs each		answers read

In a real audit, we ask Claude and ChatGPT the questions your customers ask: in this example, 18 of them. Each question is asked 3 times in each assistant, because the answers vary from one run to the next. That would give 108 answers. We read every one and count how often you are named.

In this illustration nothing was asked: the firm, the answers and the counts are invented, to show how a real audit reads. A question counts as yours only when you are named every time it was asked.

FOUR WORDS WE USE

Named
The assistant wrote your business name in its answer.

Cited
The assistant linked to a page on your website as its source.

Every run
Named each time the same question was asked. The number you can rely on.

Hidden details
Details in a page’s code that visitors do not see, but Google and the assistants read: a company address, a founding date, a price. (The technical name is structured data.)

WHAT WE FOUND

Three figures, and what sits *behind* them

DO THEY KNOW WHO YOU ARE?



Yes

Asked about Hazelwray IT by name: named 24 times out of 24.

DO THEY RECOMMEND YOU?



55 of 84

Answers to the buying questions that named you. Of the 18 questions, 14 are the kind a customer asks when choosing; the other 4 asked about you by name. No other business was named more often than you.

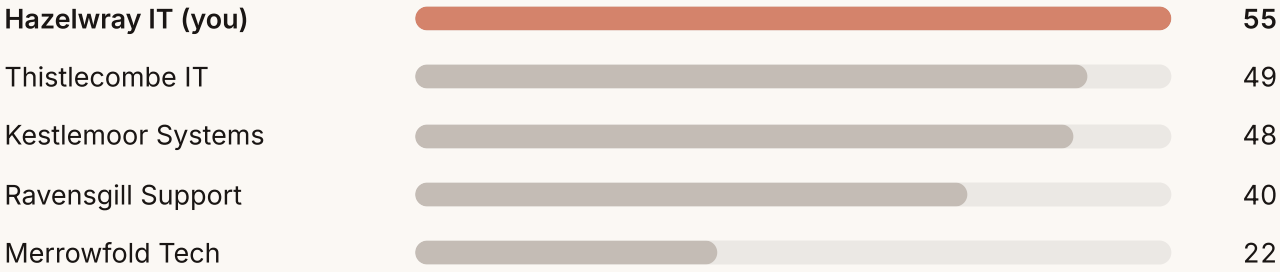
WHAT IS WORKING



7 of 14

Buying questions on which both assistants named you in every run, from small offices in Farnham to office moves. The foothold to build from.

NAMED IN THE 84 BUYING ANSWERS



Why

Asked for IT support in Farnham or Waverley, the assistants named you in almost every answer. Asked what support costs, they named you in 0 of 6 answers; asked about Cyber Essentials, in 1 of 6. Your site gives no prices, and your cyber security page mentions Cyber Essentials only once. Asked about Guildford and Godalming, you were named in 5 of 12 answers.

The score is 71 out of 100, in the band we call “strong: protect and extend”. In a real audit, the Full Report shows how the score is made up.

WHAT A CUSTOMER SEES

This is an example question, with an invented answer of the kind Claude gives. Read it the way your customer would.

Claude — YOU: NOT NAMED

Which IT firms near Farnham can help a small business get Cyber Essentials certification?

Several IT firms near Farnham help small businesses prepare for Cyber Essentials. Merrowfold Tech, near Godalming, is known mainly for security work and Cyber Essentials. Thistlecombe IT is a larger Surrey provider with a fixed monthly price for each user. Kestlemoor Systems, in Guildford, is often suggested for firms that want backup handled for them. Most small firms can get through it in a few weeks with the right help.

Merrowfold Tech, Thistlecombe IT and Kestlemoor Systems were recommended. Hazelwray IT was not mentioned in this answer. **This is the kind of answer we want your name in.**

And one where your name is in. The same question, in another invented answer of the same kind.

Claude — YOU: NAMED

Which IT firms near Farnham can help a small business get Cyber Essentials certification?

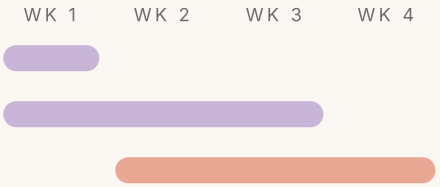
...Hazelwray IT is a Farnham firm that looks after small offices, with a help desk, on-site visits and Microsoft 365 support. Merrowfold Tech concentrates on cyber security and helps small firms through Cyber Essentials. Thistlecombe IT works with small and mid-sized firms across Surrey and publishes its prices per user. Most small firms can get through it in a few weeks with the right help.

THE THREE THINGS TO DO FIRST

Three changes aimed at the answers you are *missing* from.

If you choose to go ahead, where it says Aether AI we would do the work and you would approve the words.

AT A GLANCE



1 Check your opening hours on The Waverley Directory

You and Aether AI, together | About five minutes | Week 1

Three answers said you open on Saturday mornings. Your contact page says Monday to Friday, 8am to 6pm. Your listing on The Waverley Directory, which those answers cited, shows Saturday from 9am to 12pm. Once you let us know which is right, we would write out the change for that listing, step by step. If you would rather, we could send the request for you.

Aimed at: the 3 answers that gave Saturday hours

2 A page that answers "how much does IT support cost?"

You and Aether AI, together | About 20 minutes of your time | Weeks 1 to 3

Asked what managed IT support costs per user per month, neither assistant named you in any of the 6 answers. They quoted Thistlecombe IT's and Kestlemoor Systems' prices instead. Your site gives no prices; support is quoted on enquiry. If you are happy to publish a starting price, we would write the page from your figures. It would say what the price includes and what it depends on. If not, we would leave this step out.

Aimed at: the price question (named 0 of 6 in this example)

THE THREE THINGS TO DO FIRST, CONTINUED

3 Rewrite the opening of your cyber security page

Aether AI would do this for you | You approve the text | Weeks 2 to 4

Asked which firms near Farnham help with Cyber Essentials, the assistants named you in 1 of 6 answers and Merrowfold Tech in all 6. Your cyber security page mentions Cyber Essentials once, near the bottom, and does not say that you help firms through it. We would rewrite the first paragraph from your facts, for you to approve. It would say plainly what you do for Cyber Essentials, how long it usually takes and what it costs.

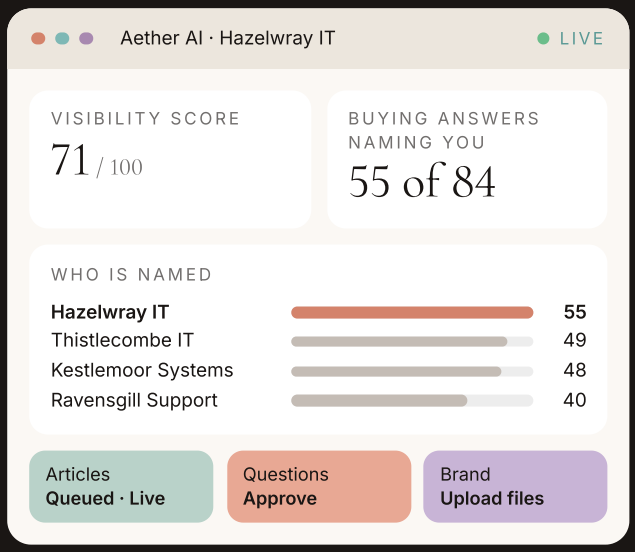
Aimed at: the Cyber Essentials question (named 1 of 6 in this example)

In a real audit, the Full Report would set out 2 more steps. Nothing here is agreed; the weeks would count from whenever you choose to start.

YOUR OWN ONLINE DASHBOARD

Everything we would do for you, *live*, whenever you want to look.

- **Live tracking.** What the AI assistants say about you and your competitors, as each week is measured.
- **Every article and page.** What is queued, what is live and how often each one is read.
- **Choose what gets written.** You approve the questions worth owning; nothing is written until you say yes to the subject.
- **Your brand documents.** Upload guides, case studies, price lists and photos; we use your facts word for word.
- **Approve with one click.** Read, change or say yes to anything before it goes live.
- **Enquiries.** Each one, with the page, search or assistant that sent it, once the counting code is on your site. That is a few lines we would add to count enquiries.

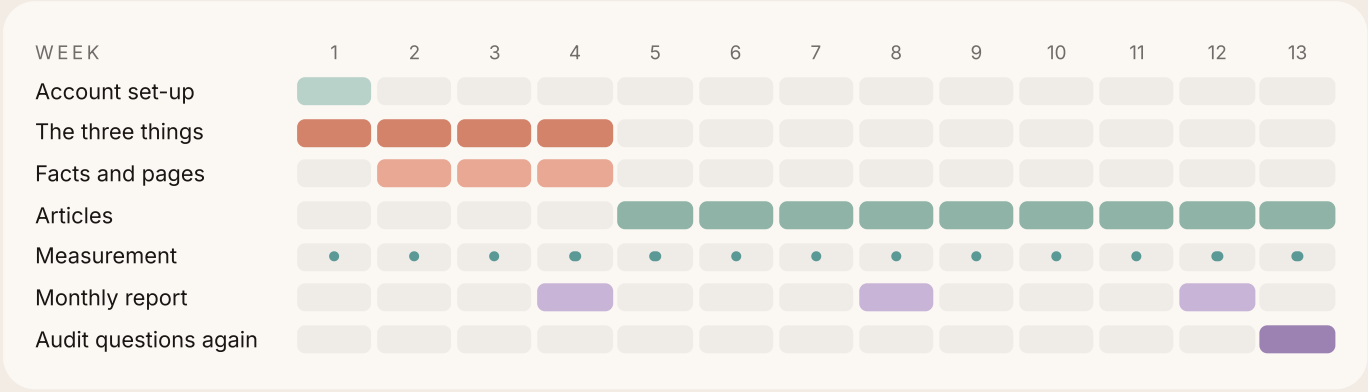


The figures shown are from this illustration. Your dashboard would update as each week's questions are asked.

WHAT HAPPENS NEXT

This is what the first *three months* could look like.

There is nothing to decide in this report. Should you want to go ahead, this is the shape of the work; the dates are set with you, not for you.



THE THREE THINGS — Weeks 1 to 4

We would begin with the three things on the pages before, at a pace you set. You would give us the facts only you know and say yes or no to each change.

FACTS AND PAGES — Weeks 2 to 4

Your facts put right on your website, your Google listing and the directories for your trade. Pages drafted for the questions you are missing from. Where the mobilisation fee applies, this is the work it covers.

ARTICLES — From week 5

Once the website work is done: up to 90 a month on the questions you are missing from, each linking back to your pages.

THE MEASUREMENT — Each week

The same 18 questions again. Every firm named and every page relied on, recorded, so you can see the movement.

A REPORT TO YOU — Each month

A plain-English report sent to you: named or not, who was named instead, what we did and what changed.

THE COMPARISON — End of the plan

The same questions asked again the same way, side by side with this audit. The date would be agreed with you.

What it costs. One plan, Fully Managed, at £999 a month with no long-term contract. Where work is needed on your site at the start, a one-off mobilisation and set-up fee, from £1,000, applies. We would say whether it does, and what it would be, before anything begins. Page 10 sets out what you would pay and what you would get for it.

Nothing is published or sent without your yes. If it would help, Lauren at Aether AI would be glad to walk through this with you on a twenty-minute call. Write to hello@aether-agency.co.uk. If you decide not to, this report is yours to keep, with our thanks for the time.

Everything here is invented for illustration: the firm, its rivals, the answers and every figure. A real audit uses live answers and public pages, measured on the date it gives.

WHAT AETHER AI WOULD DO

The whole job of getting you *recommended* by AI, not just the articles.

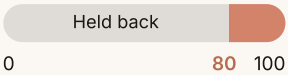
See — Where you stand → *Win* — The work that gets you named → *Prove* — The evidence that it worked

AREA	WHAT WE WOULD DO	FOR HAZELWRAY IT
SEE **Tracking**	Track what the AI assistants say about you and your competitors, every week.	The same 18 questions asked every week, with every firm named recorded.
SEE **Strategy**	Set, with you, the buyer questions worth winning, and compare you with your competitors.	Win the price and Cyber Essentials questions, where you were named in 1 of 12 answers, and keep the Farnham lead you already hold.
WIN **Technical**	Make sure the assistants and Google can read every page that matters, with the hidden details right.	Your opening hours made the same on your site and the directory listing, once you confirm them.
WIN **On-site pages**	Write pages that open with the answer, question-and-answer sections and comparison pages, and bring older pages up to date.	Rewrite the opening of your cyber security page, and add a page on what IT support costs.
WIN **Articles**	Publish up to 90 articles a month, each written to be cited and linking back to your site.	Once set-up is done, articles on the questions you are missing from, each scored before it goes live.
WIN **Off-site**	Put your facts right on directories and listings, ask your customers for Google reviews, and find the sites that should mention you.	Get you listed on the business guides the assistants quote, such as Surrey Biz Guide.
PROVE **Proof and reporting**	Which pages the assistants rely on, how you compare with your competitors, and where each enquiry came from.	Everything in your own dashboard, a plain-English report each month, and the same questions asked again at the end of the plan.

HOW EVERY PAGE IS CHECKED

Before any page goes live, it is scored out of 100 against these checks. Nothing under *80* is published.

PAGE SCORE



Only pages scoring 80 or more go live

This would apply to every on-site page and every article, up to 90 a month.

Facts and sources

- ✓ Every statistic cites its source
- ✓ Every quote is sourced
- ✓ A figure about you comes only from your approved facts, with how it was measured
- ✓ No claim your rules forbid, such as an accreditation you do not hold
- ✓ A page naming a related business waits for a person

Written to be quoted

- ✓ Opens with the plain answer
- ✓ The answer in the first two sentences of every section
- ✓ A distinct fact in every section
- ✓ Eight or more sentences that stand on their own
- ✓ Key figures in the first third
- ✓ Your name inside the sentences worth quoting
- ✓ Your area named up front
- ✓ Ten or more named bodies, laws and standards

Structure and reading

- ✓ Headings that match the questions buyers ask
- ✓ Short paragraphs and disciplined sentences
- ✓ A question-and-answer section
- ✓ A comparison table where it helps
- ✓ A checklist on how-to topics
- ✓ A conclusion
- ✓ Length in the band that gets cited
- ✓ Bold kept under one tenth

Technical and after

- ✓ Title and description carry the term and fit the space
- ✓ Images with descriptions
- ✓ Three or more links to your own pages
- ✓ Links to authoritative outside sources
- ✓ The labels machines read, validated
- ✓ Never the same article twice
- ✓ Nightly checks that every page is live and readable
- ✓ Older pages refreshed before they slip

Three things we never do. We never publish or send anything without your yes. We never invent a fact, a figure or a quote. We never promise what an assistant will say; we measure it, and show you.

WHAT IT COSTS, AND WHAT YOU GET

Here is what you would pay, and what you would *get* for it.

One monthly price, nothing hidden. Nothing in this report is agreed; it is yours to keep either way.

ONCE, AT THE START, WHERE IT APPLIES

Mobilisation and set-up

from £1,000

One-off, only where work is needed on your site at the start. We would say whether it applies, and what it would be, before anything begins.

YOUR ACCOUNT

- ✓ Your Aether AI account and dashboard set up
- ✓ Your facts, voice and approved claims loaded, so the writing sounds like you and never invents
- ✓ Your competitors and the 18 questions to track, set with you
- ✓ Your website linked to Aether AI, through a login or your developer
- ✓ Tracking switched on, and the counting code added to your site

YOUR WEBSITE

- ✓ A page on what IT support costs, if you choose to publish a starting price
- ✓ Your cyber security page opening rewritten from your facts
- ✓ Pages for Guildford and Godalming, if you cover them

EVERY MONTH

Fully Managed

£999 a month

All seven areas on page 8 · No hidden fees, no long-term contract, cancel at any time

WHAT YOU WOULD GET EACH MONTH

- ✓ **The same 18 questions, every week.** Put to the assistants again, every firm named and every page relied on recorded, so you see the movement.
- ✓ **Pages written to be cited, not just published.** Up to 90 a month, from your facts. Each is scored out of 100 against the checks on page 9; nothing under 80 goes live.
- ✓ **Your facts, right everywhere.** Your website, your Google listing and the directories for your trade; the hidden details in your pages checked every night.
- ✓ **A plain-English report each month.** Named or not, who was named instead, what we did and what changed.
- ✓ **Your own online dashboard.** Tracking, articles, your brand documents and every enquiry with where it came from, live.
- ✓ **One contact.** Lauren at Aether AI, with a twenty-minute call whenever you want one.

Monthly price as published on aether-ai.co.uk, read 2 November 2026.

↗

We would need access to your website

To link Aether AI to your website, we would need access to it. That lets us publish pages and articles, put right what the assistants cannot read and add the counting code. You could give us a login or, if you would rather, we could work with your web developer and send them everything they need. Either way, nothing goes live without your yes.

Thank you for reading.

If you would like to talk any of this through, Lauren would love to hear from you. Just write to hello@aether-agency.co.uk. Your own audit would use your real results.

Lauren, Aether AI