



SAMPLE REPORT — OUR OWN SITE

AI Visibility Audit

nikksi.com

This is the report you receive — demonstrated on ourselves, gaps included.

VISIBILITY SCORE

94 / 100

UP FROM 89 AFTER FIXES

Audited 23 August 2026 · 13 crawler systems · every finding sourced and timestamped

We audit how the systems that recommend businesses — Google, ChatGPT, Copilot, Perplexity and the crawlers behind them — see a website. This sample is our own audit, published so you can see exactly what you get, including what we got wrong.

Executive summary

Customers increasingly ask AI assistants who to work with, and those assistants answer from what is publicly visible and machine-readable. This audit measures that visibility across the 13 crawler systems that feed them.

When we first ran this audit on our own site it scored 89 — and failed the question that matters most: an AI assistant asked “how do I contact Nikksi?” could not answer, because no email or phone existed as machine-readable text anywhere. The company selling AI visibility was unreachable by AI. We fixed it the same day. That is the point of the audit: it finds the gap you cannot see because you already know your own answer.

94/100

score after fixes

13/13

recommendation systems can read the site

2

gaps found on first run

Your report follows this exact structure — plus a page of what six AI assistants actually say when asked about your business, captured by hand and dated.

The four pillars

Can the machines get in?

100

All 13 systems welcome — Google, Bing, the ChatGPT, Claude and Perplexity crawlers. Secure connection enforced.

Can they read what they find?

100

Pages read cleanly as text; titles and descriptions present and sized correctly.

Is the site labelled for machines?

95

Structured data declares the organisation, the offer and the contact point on every page. AI welcome-files (llms.txt) present — most sites have none.

Does it answer customers' questions?

80

What we do, where, how to contact and how to book are machine-extractable. Found wanting on first run: contact and hours — both fixed, evidence below.

WHAT WE FOUND ON OURSELVES — WHAT / WHAT IT COST / THE FIX

- **No machine-readable contact route.**

An assistant asked how to reach us had no answer to give — enquiries that start with a machine simply would not arrive.
Fix: **Contact page, email as visible text, structured contact data site-wide. Fixed same day; answerability rose 60 to 80.**

- **No published opening hours.**

Machines asked 'when can I reach them' had nothing to extract.
Fix: **Stated in words a machine can read: by appointment, bookable directly, enquiries answered UK business hours.**

What your report includes

The six-engine page

We ask ChatGPT, Google AI, Gemini, Copilot, Perplexity and Claude the questions your customers ask — unprompted, signed out, dated — and show you exactly what each recommends, including when it is not you.

Findings in plain English

Every finding in three parts: what we found, what it costs you, what fixes it. Technical detail lives in an appendix for your web person; the front half is written for the person who runs the business.

The competitor picture

The same checks run on the rivals the engines name beside you — same scoring, public pages only.

Where you sit

Your score against other audited UK firms — shown as honest bands now, percentiles once the benchmark is large enough. No inflated numbers.

The fix list

Ordered by impact, with realistic timeframes. Most of what we find is fixable in days.

Prepared by Nikksi, a trading name of Bastin Mitchell Ltd, registered in England and Wales, company no. 17200634. Method: 13-system technical audit of public pages; scoring rules published at nikksi.com/readiness-index/methodology. Request yours at nikksi.com/audit — free for the first 25 UK businesses while we build the national benchmark.