

AI Is Dominating Search Results

Is **YOUR**
website
ready?



The aiVIP CLEAR™ Framework



Comprehended



Located



Evidenced



Attributed



Referable



Summer
2026
EDITION

CARL HENRY *"AI should improve humans, not replace them"*

SEARCH HAS CHANGED. HAS YOUR BUSINESS CHANGED WITH IT?

People are no longer relying only on traditional search results to decide who to visit, trust or contact.

AI-powered search and answer systems are increasingly helping people discover businesses, understand what they offer, compare alternatives and decide who deserves further consideration. *That creates a new challenge.*

Your website can exist. It can rank. It can look impressive. And AI may still struggle to understand or recommend your business.

THIS FREE GUIDE WILL HELP YOU UNDERSTAND:

- **What has changed:** Why AI is changing the journey from question to answer — and what that means for traditional search visibility.
- **What AI needs to understand:** How clear information, evidence, attribution and digital signals help systems make sense of your business.
- **Where your website may be vulnerable:** The gaps that can make a business harder to discover, understand, verify or confidently refer to.
- **What you can do about it:** Practical actions you can start taking without becoming an AI or SEO expert.

TEST YOUR WEBSITE FREE

The **aiVIP CLEAR™ Framework** examines five conditions:
Comprehended · Located · Evidenced · Attributed · Referable

“You don't have to guess how your website performs.”

Scan your website. See what we find. Decide what to improve.



aivip.carlhenryglobal.com



**AI IS DOMINATING SEARCH RESULTS — IS YOUR
WEBSITE READY?**

SEARCH HAS CHANGED

What Every Business Should Know About Visibility in an AI-First Search
World

A practical introduction to AI Visibility for business owners and
decision-makers

Featuring the aiVIP CLEAR™ Framework

Comprehended • Located • Evidenced • Attributed • Referable

Carl Henry

Carl Henry Global | aiVIP™ | AI Visibility Improvement Programme

First Edition — 2026

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Free aiVIP Scanner — aivip.carlhenryglobal.com

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A PERSONAL INTRODUCTION

Why I wrote this guide

I've spent much of my working life watching technology change the way businesses communicate, sell and compete.

Some changes disappear almost as quickly as they arrive. Others fundamentally alter behaviour.

I believe we're experiencing one of those fundamental changes right now.

You may already have noticed it yourself.

Go to a traditional search engine and search for something. Depending on what you've searched for, you may see sponsored results, maps, products, videos and other features—and increasingly, you may also be presented with an AI-generated answer to your question.¹

Think about what that means for a moment.

1. Google Search Central. AI features and your website.

Previously, you might have searched, looked through the results, chosen a listing and clicked through to a website to find the answer.

Now, in some searches, the answer can be delivered to you before you ever visit one of the websites listed below it.

That's important if you're one of those websites.

A potential customer may get enough information from the answer to continue their research, refine their question or consider particular options without ever reaching your listing or visiting your website.

And there's another important change taking place.

Some people aren't starting with a traditional search engine at all.

They're going directly to AI platforms and asking questions conversationally:

- Which companies provide this service?
- What are my best options?
- What's the difference between these products?
- Who specialises in this?

. Which would you recommend for my circumstances?

Instead of searching through a list of websites themselves, they're asking an AI system to help them find, understand and compare the options.²

That changes the visibility challenge.

Of course, we'd like our businesses, products and expertise to appear when they're genuinely relevant to those answers and recommendations.

Nothing in this book can guarantee that.

Nobody outside these platforms can honestly promise to make Google, ChatGPT, Bing, Perplexity or another AI system cite or recommend your business.

What we can do is improve the information those systems may encounter: make our businesses easier to find and understand, make our expertise more visible, support important claims with evidence and make useful information easier to attribute to us.

That's what this book is about.

2. OpenAI. Introducing ChatGPT search.

And if more of your potential customers begin their research directly inside AI platforms rather than traditional search engines, I believe these principles become more important, not less.

What about SEO?

You may already have heard people talking about SEO — Search Engine Optimisation, the techniques used to improve a website's visibility in search results, often with the aim of appearing prominently on the first page.³

SEO still matters.

This isn't a book telling you that conventional search is dead or that everything you've previously done to improve your website is suddenly worthless.

It isn't.

But there's now another question to consider alongside:

Can people find my website in search results?

And that question is:

3. Google Search Central. Optimizing your website for generative AI features on Google Search.

What do AI-enabled search and discovery systems understand about my business?

That led me to several more questions.

- Where did that understanding come from?
- Is it accurate?
- Can the important claims be supported?
- Does the information on your website agree with what's being said about you elsewhere?
- Is your genuine expertise actually visible?
- If an AI-enabled system were helping somebody choose a suitable business, would the public information about you give it enough clarity and confidence to include you among the options worth considering?

Those questions eventually became the basis of aiVIP | AI Visibility Improvement Programme and this guide.

And what about your own website?

While you're reading, there's a good chance you'll start wondering:

How do I know how well my own website is doing?

Don't worry — I've got you covered.

We've created a free aiVIP AI & Search Visibility Scanner that you can use alongside this book.

It won't pretend to know what every AI system is thinking, and it can't promise that you'll be ranked, cited or recommended.

What it can do is examine your website for observable signals and give you an indicative baseline—helping you spot potential gaps and giving you clues about where you might want to focus your attention.

So you don't have to finish the book before doing anything.

As you come across ideas that make you think, “I wonder whether my website does that?”, you can run your website through the scanner and start comparing what you're learning here with what we can actually observe.

TEST YOUR WEBSITE FREE

aivip.carlhenryglobal.com



I'll explain more about what the scanner does—and, just as importantly, what it doesn't do—later in the book.

For now, just know that it's there whenever you want to try it.

This isn't really a book about AI

My aim isn't to turn you into an AI expert.

You don't need to understand how a large language model works to ask whether your business is being described accurately.

You don't need to become a technical SEO specialist to notice that important information is missing from your website.

And you don't need to understand an algorithm to ask:

What evidence supports that claim?

Ultimately, this is a book about your business information—how clearly you explain what you do, how easily that information can be found, what evidence supports it, and whether somebody researching your business has enough information to make a sensible decision.

AI has simply made those questions more urgent.

My aim is to help you understand what's changing, ask better business questions and give you practical ways to start answering them.

Because search has changed.

The important question is whether your business is ready for what comes next.

Carl Henry

PART

I

**THE
CHANGE**

“The question is no longer only where your website ranks. It’s what the customer learns before they reach it.”

Search isn't disappearing. The journey from question to decision is changing.

1. How to Use This Guide

Start with your business, not the technology.

You don't need to read this guide with a technical checklist beside you. Read it first as a business owner.

As you go through it, think about your company, your customers and the questions those customers might ask when they're trying to make a decision.

- What does this company actually do?
- Is it suitable for somebody like me?
- Does it operate in my area?
- Is it experienced?
- Can I trust it?
- How does it compare with the alternatives?
- What does its service cost?
- Who are the people behind it?

-
- What evidence is there that it can actually do what it claims?
 - Would you recommend it?

Now imagine that your potential customer asks those questions about your business to an AI system.

What answer would they receive?

That is the perspective I want you to maintain throughout this guide.

Don't guess.

If you don't know how your business is being described, write down: “I don't know.”

That is useful information.

If an AI system gets something wrong, record it. If information about your business is inconsistent, record it. If you make an important claim but cannot immediately identify the public evidence supporting it, record that too.

We're establishing a starting point—not trying to make everything perfect in one afternoon.

How I handle evidence in this guide

I've chosen to distinguish between different kinds of evidence because AI search is developing so quickly. I don't want to present an observation as a fact, or an emerging idea as an established rule. Where the evidence is strong, I'll say so. Where I'm drawing a reasonable conclusion from what we're seeing, I'll make that clear too.

- **CONFIRMED** — supported by authoritative documentation or direct credible evidence.
- **OBSERVED** — recorded or reproduced through aiVIP testing.
- **INFERRED** — a reasonable interpretation of the available evidence.
- **EXPERIMENTAL** — a technique or convention exists, but its practical significance remains uncertain.

I use these labels selectively. They're there to help you judge confidence, not to turn a practical business guide into an academic paper.

2. Search Is Becoming an Answer

Think about how we traditionally used a search engine.

You typed a few words into a box and received a page of links.

The search engine's main job was essentially to say: “Here are some places where you might find the answer.”

Increasingly, search systems can do something more ambitious: provide part of the answer directly.⁴

The results page itself can now contain summaries, maps, products, images, videos, business information and AI-generated explanations.

Conversational systems can go further by letting the user continue with follow-up questions.⁵

I've deliberately described this as something that can happen, rather than suggesting that everybody now experiences search in exactly the same way. The

4. Google Search Central. AI features and your website.

5. OpenAI. ChatGPT Search.

results you see can vary by platform, location, query and other circumstances. The important change is that the answer itself can now become part of the search experience.⁶

You might ask:

- What is the best type of solution for this problem?
- What are the advantages and disadvantages?
- Which companies provide this in France?
- Which would you recommend for a small business?
- How much should I expect to pay?

Notice what has happened.

The customer hasn't necessarily visited a company website yet. The research and shortlisting process has already started.⁷

Your website may still become extremely important later in the buying journey, but the customer's first impression of your company may increasingly be created somewhere else.

6. Microsoft Bing Webmaster Blog. Announcing Generative AI Captions.

7. Pew Research Center. Google users are less likely to click on links when an AI summary appears in the results.

TRY THIS

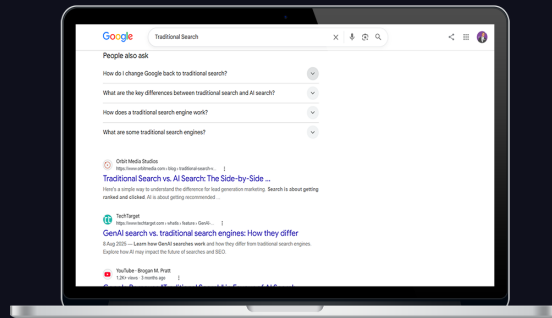
Think of an important product or service your business sells. Now imagine you know nothing about your company. What would you ask an AI system if you were genuinely trying to buy that product or service? Write down five questions—and don't include your company name.

A customer who already knows your name is searching for you. The bigger visibility opportunity is often the customer who has the problem you solve but doesn't know you exist yet.

TRADITIONAL SEARCH → AI-MEDIATED SEARCH

THE JOURNEY FROM QUESTION TO DECISION IS CHANGING

TRADITIONAL SEARCH



QUESTION

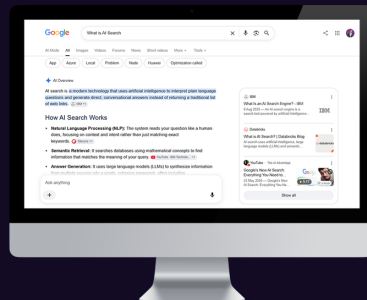
SEARCH

LINKS

WEBSITE

THE ANSWER MAY ARRIVE BEFORE THE WEBSITE VISIT.

AI-MEDIATED SEARCH



QUESTION

AI / SEARCH

ANSWER

COMPARE

FOLLOW UP

ACTION

SEARCH MAY SHAPE THE DECISION BEFORE THE CLICK.

Routes vary by platform, query and circumstance.

3. From Search Rankings to AI Visibility

For years, businesses have monitored Google rankings, website visitors, click-through rates, enquiries, conversions and advertising costs.

We should continue measuring them.

But I believe we now need to add another set of questions.

- Instead of asking only “Where do we rank?”, ask “Are we mentioned?”
- Instead of only “How many people clicked?”, ask “Were we cited or summarised?”
- Instead of only “How much website traffic did we receive?”, ask “Was our business described accurately?”
- And beyond “Did somebody convert after visiting our website?”, ask “Did an AI-generated answer or recommendation create qualified demand for our business?”

This isn't an argument for abandoning SEO. Quite the opposite.

Good technical accessibility, useful content, clear website structure and genuine authority remain extremely valuable.

The difference is that information may increasingly be interpreted and presented to the customer before that customer reaches you.

This is why I came to see AI Visibility as a broader business-information problem—not simply a new name for search ranking. That thinking became one of the foundations of aiVIP.

PART



THE aiVIP MODEL

“You can’t control what an AI system recommends. You can improve the information it has to understand, assess and attribute.”

How CLEAR is your business to AI?

4. What Is AI Visibility?

Here is the working definition I use:

AI Visibility is the extent to which AI-enabled discovery systems can find, understand, verify, cite and appropriately recommend a person, organisation, product, service or subject.

There are two important ideas in that definition: accuracy and suitability.

If an AI system mentions your company but describes the wrong services, that isn't good visibility. If it associates you with an old location, outdated product or business activity you stopped offering five years ago, that isn't good visibility.

And appearing in an answer isn't automatically valuable.

What we really want is for the right business to be visible for the right reasons, in response to the right questions.

That is why I use the term AI Visibility rather than simply “AI SEO.”

The issue extends beyond a webpage. It can involve your website, the way your organisation is described, your people, expertise, reviews, business profiles, external references, case studies, articles, technical accessibility, structured information and the evidence supporting your claims.

Put simply: AI Visibility is about how clearly and credibly your business exists in the information environment that AI-enabled discovery systems can access.

5. How CLEAR Is Your Business to AI?

I use two related models in aiVIP, but they answer different questions and should not be confused.

The discovery model

FIND → UNDERSTAND → VERIFY → CITE → RECOMMEND

This is a useful way to think about AI-mediated discovery. I do not claim that it reproduces the literal internal processing sequence of every AI or search platform.

- FIND — Can relevant information about you be discovered?
- UNDERSTAND — Can the business, offer and expertise be interpreted accurately?
- VERIFY — Can important facts and claims be checked?
- CITE — Is there useful information that can be sourced or referenced?

-
- RECOMMEND — Is there enough appropriate information for the business to be considered in response to a relevant request?

The CLEAR™ business diagnostic framework

CLEAR™ is the proprietary aiVIP / Carl Henry Global framework I use to turn those ideas back towards the business itself.

- C — COMPREHENDED: Can AI understand what you do? Your services, customers, locations, people and business relationships should be explicit enough to interpret accurately.
- L — LOCATED: Can AI and search systems find the relevant information? Important pages, profiles and facts need to be accessible in the places customers and discovery systems use.
- E — EVIDENCED: Are important claims supported? Experience, results, qualifications, projects, reviews and other credible proof should be available where they matter.
- A — ATTRIBUTED: Can information and expertise be traced to credible sources? Named people,

organisations, authors and original sources make claims easier to assess.

- . R — REFERABLE: Is there sufficient clarity and confidence for the business to be a credible candidate for consideration? Referable does not mean guaranteed recommendation.

I want to be very clear about what CLEAR does not mean. It cannot guarantee that any AI or search platform will rank, cite or recommend your business. Nobody outside those platforms can honestly make that promise.

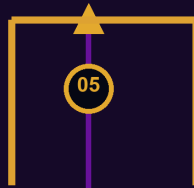
What CLEAR gives us is a practical way to examine whether the public information about a business is clear, findable, supported and attributable enough to make it a credible candidate for consideration.

MAKE YOUR BUSINESS CLEAR TO AI.

THE FIVE STAGES OF AI VISIBILITY

FROM BEING FOUND TO BEING RECOMMENDABLE

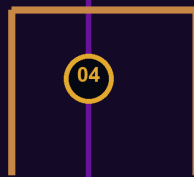
INCREASING THRESHOLD ↑



RECOMMEND

Is there sufficient relevant, trustworthy information for the business to be considered appropriately?

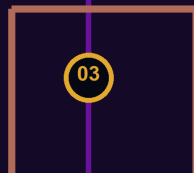
RECOMMENDABLE



CITE

Is information clear and attributable enough to reference?

CITABLE



VERIFY

Can important claims be checked against evidence?

VERIFIABLE



UNDERSTAND

Can the business and what it offers be understood?

UNDERSTANDABLE



FIND

Can the information be discovered?

FINDABLE

START HERE — DISCOVERY

You cannot force recommendation. You can improve the conditions that make informed consideration possible.

An aiVIP conceptual/diagnostic model — not a literal AI ranking process.

Different AI and search systems use different methods, signals and sources.

THE CLEAR™ FRAMEWORK

FIVE CONDITIONS FOR STRONGER AI VISIBILITY



MAKE YOUR BUSINESS CLEAR TO AI.

CLEAR™ describes conditions aiVIP assesses. It does not guarantee recommendation or citation.

PART



WHAT THE CHANGE MEANS

“Search may deliver fewer visits and still influence more decisions. Visibility and traffic are no longer the same thing.”

The impact is real—but it isn't the same for everybody.

6. Why Fewer People May Click

One of the most obvious consequences of answer-based search is that some questions may no longer require a website visit.⁸

If I ask “What is a canonical URL?” and receive a perfectly adequate explanation directly in the search results or an AI conversation, I may have no reason to click anything.

This is sometimes described as zero-click search or discovery.

For businesses that historically generated substantial traffic by answering generic informational questions, that deserves attention.

But I don't think businesses should panic every time traffic declines.

A click isn't the ultimate objective. A customer is.

8. Pew Research Center. Google users are less likely to click on links when an AI summary appears in the results.

Imagine your website previously received 10,000 informational visits and generated ten enquiries. Now imagine it receives 5,000 visits but AI-enabled discovery contributes to twenty highly relevant prospects who already understand what you do.

Which situation would you prefer?

Traffic volume by itself doesn't tell the whole story.

Start separating traffic from commercially useful visibility. Ask which pages create genuine enquiries, branded searches, conversations and sales—not merely visits.

Fewer clicks do not automatically mean fewer customers.

7. Not Every Business Is Affected Equally

There is no single AI Visibility strategy that applies equally to every organisation.

A publisher answering generic informational questions has a different exposure from an emergency plumber. An online retailer has different requirements from a yacht broker. A Monaco estate agent has different discovery signals from an international B2B engineering consultancy.

This is why I am cautious about universal claims such as: “Do these ten things and you will dominate AI search.”

Your strategy should begin with:

How do our customers actually make decisions?

Then:

Where is AI entering that decision-making process?

What do you do — and where do you do it?⁹

For businesses serving defined places, customer intent often combines a service with a location.

- Find me an interior designer in Monaco.
- Which yacht brokers specialise in superyachts in the South of France?
- What's a good Italian restaurant near me?
- Who repairs Porsche cars around Nice?
- Which accountants work with British businesses in France?

Each question combines WHAT the customer wants with WHERE the customer wants it.

The person isn't merely looking for information. They may be looking for an appropriate business, product or service within a geographic context.

AI-enabled search can use location information to make local results more relevant. For a location-dependent business, that creates an important visibility question:

9. Google Search Central. Establish your business details with Google.

Can the systems helping that customer clearly understand both WHAT you provide and WHERE you provide it?

If that relationship is genuine, make it clear in your service pages, contact information, business profiles, case studies and other relevant evidence.

This is not an invitation to stuff place names into pages. Mentioning a location does not automatically increase the probability of AI citation.

The objective is to express real service areas and service-location relationships accurately enough for customers and systems to understand them.

WHAT DO YOU DO — AND WHERE DO YOU DO IT?

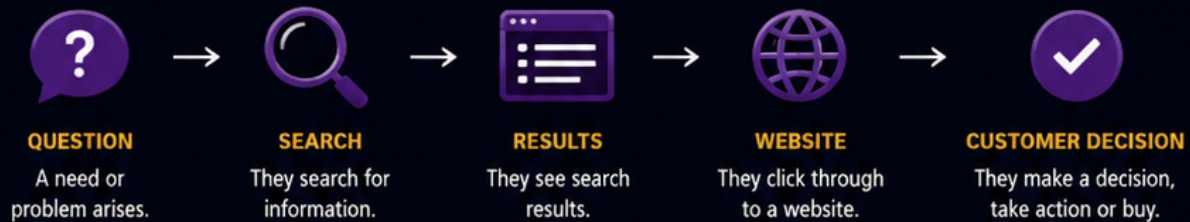
THE CUSTOMER JOURNEY

IS CHANGING.

AI can influence the decision before someone visits your website.

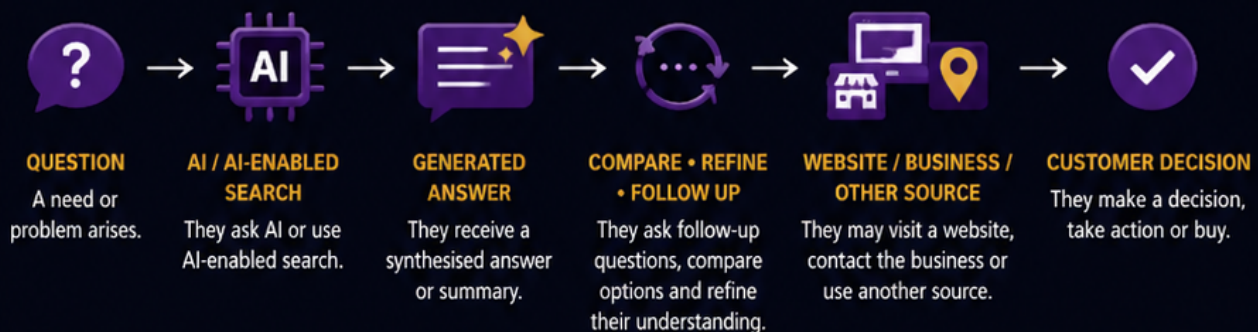
THEN

The traditional digital journey



NOW — SOMETIMES

AI can appear earlier in the journey



YOUR WEBSITE CAN NOW INFLUENCE A CUSTOMER EVEN WHEN IT ISN'T THE FIRST THING THEY SEE.

That makes clear, accurate and verifiable business information increasingly important.



THE JOURNEY ISN'T ALWAYS THE SAME

People still use conventional search results, visit websites directly, use maps, directories, social platforms, recommendations and other sources. AI-mediated discovery adds another possible route — it doesn't replace every existing one.



THINK ABOUT YOUR OWN CUSTOMER

Where might AI or AI-enabled search now appear between their question and their decision?

This is an aiVIP conceptual illustration. Different AI and search systems use different methods, signals and sources. This is not a promise of ranking, citation or recommendation.

CHG-05 VISUAL & EVIDENCE

WHAT DO YOU DO — AND WHERE DO YOU DO IT?

SERVICE × LOCATION CLARITY



**CLEARER BUSINESS INFORMATION
CREATES CLEARER CONTEXT.**

TRY IT WITH YOUR BUSINESS

What do you provide? + Where do you provide it?

Interior Design + Monaco

Yacht Brokerage + South of France

Service and location clarity can improve relevance and understanding. They do not guarantee ranking, citation or recommendation.

8. Generic Information Is Replaceable

This may be one of the most important ideas in the entire guide.

AI systems are capable of synthesising information from multiple sources, which can reduce the distinctiveness of content that merely repeats information already widely available.¹⁰

That is why I believe generic information is becoming increasingly replaceable.

Consider the difference between these two pieces of content:

Buying a property is an important financial decision. Buyers should consider location, price and local amenities.

and:

In the 47 transactions we reviewed during 2025, these were the five questions international buyers asked before arranging their first viewing.

10. Google Search Central. Optimizing your website for generative AI features on Google Search.

The second contains something the first doesn't: first-hand information.

That doesn't mean every business needs to become a research institution.

It means you should start recognising the information you possess that isn't simply a rewrite of somebody else's article.

- your own measurements
- customer questions
- case studies
- photographs of actual work
- specialist procedures
- local knowledge
- original diagrams
- pricing observations
- datasets
- decision frameworks
- lessons learned from projects
- named expert opinions

-
- . limitations discovered through experience

YOUR EXPERIENCE IS INFORMATION. MAKE IT VISIBLE.

Ask yourself: What do we know because we actually do this work?

GENERIC INFORMATION IS EASY TO REPEAT

FIRST-HAND EXPERTISE IS HARDER TO REPLACE

THE DIFFERENCE BETWEEN EXPLAINING A SUBJECT AND
SHOWING WHAT YOU KNOW FROM EXPERIENCE

GENERIC INFORMATION

What is yacht refitting?

A yacht refit can include:

- Maintenance
- Interior upgrades
- Engineering
- Painting
- Navigation systems

COMMON KNOWLEDGE

DEFINITIONS

SUMMARIES

GENERAL ADVICE

Useful information. But many sources can say something similar.

NOW ADD WHAT ONLY EXPERIENCE CAN PROVIDE.

FIRST-HAND EXPERTISE

ILLUSTRATIVE EXAMPLE — NOT A REAL CASE STUDY

42m YACHT INTERIOR REFIT — MONACO

THE PROBLEM

Access restrictions made the planned installation sequence impractical.

WHAT WE FOUND

A different removal sequence could reduce disruption.

WHAT WE DID

We revised the installation sequence before fabrication.

THE RESULT

The revised approach reduced installation rework.

 PROJECT PHOTO

 DRAWING / PLAN

 NAMED SPECIALIST

 DATE + LOCATION

 MEASURED RESULT

**GENERIC CONTENT TELLS THE READER
WHAT IS GENERALLY TRUE.**

**FIRST-HAND CONTENT SHOWS WHAT YOU HAVE
ACTUALLY LEARNED, DONE OR OBSERVED.**

SAME SUBJECT. DIFFERENT INFORMATION VALUE.

"What is yacht refitting?"

VERSUS

"What we learned refitting a 42m yacht in Monaco."

**DON'T JUST EXPLAIN YOUR INDUSTRY.
SHOW WHAT YOUR EXPERIENCE HAS TAUGHT YOU.**

Projects • Decisions • Problems • Solutions • Evidence • Results • Lessons

Generic explanatory content can still be useful. The opportunity is to add original experience, evidence and perspective where your business genuinely has them.

9. Your Business Becomes a Compressed Story

Try this experiment.

Ask several AI systems: “What does [your company] do?”

The answer could be excellent. It could also be incomplete, outdated or simply wrong.

Your business doesn't exist online as one neat database record. Information about it may be scattered across your website, LinkedIn, directories, old websites, news articles, reviews, partner websites, social profiles, business listings, interviews and event pages.

AI-enabled systems can potentially encounter different pieces of that information and assemble a compressed story about you.¹¹

If those pieces contradict each other, the resulting story may become confused.

11. Google Search Central. Optimizing your website for generative AI features on Google Search.

When I see different answers from different systems, I don't treat one of them as “the truth.” I record what I asked, where I asked it and when. The differences themselves can be useful evidence—and they're another reason to test rather than make sweeping claims about what “AI says” about a business.

Highlight anything that is wrong, outdated, unsupported, missing, confusing or commercially unhelpful.

Don't immediately start changing everything. First understand the picture being presented.

YOUR BUSINESS BECOMES A COMPRESSED STORY

WHAT WILL AI AND SEARCH SYSTEMS
UNDERSTAND, RETAIN AND PRESENT?

YOUR BUSINESS MAY CONTAIN HUNDREDS OF FACTS.
THE CUSTOMER MAY RECEIVE ONLY A HANDFUL.

WHAT SURVIVES THE COMPRESSION?



IF AN IMPORTANT FACT MATTERS TO THE CUSTOMER,
DON'T LEAVE IT HIDDEN IN YOUR BUSINESS.

Make important expertise, evidence and differentiators clear enough to be discovered, understood and attributed.

This is an explanatory aiVIP model. AI and search systems can surface different information for different queries, users, sources and circumstances.

10. Entity Clarity Matters

“Entity” can sound unnecessarily technical.

For our purposes, think of an entity simply as a recognisable thing: a person, company, organisation, product, brand or location.

The important question is: Is it clear which thing we're talking about?

Businesses frequently make this harder than they realise.

Perhaps the legal company has one name, the trading brand another, the website another and the LinkedIn page uses an abbreviated version. Perhaps a founder operates several businesses and the relationship between them isn't explained. Perhaps an old service still appears prominently in directories.

Humans can often work around this ambiguity. Machines have to resolve it.

Can you state consistently:

- your organisation's name?

-
- what it does?
 - its principal products or services?
 - who it serves?
 - where it operates?
 - who its important people are?
 - how its brands are related?

One useful exercise is to create an approved short description of the business.

Not a slogan. Not marketing poetry. A factual description.

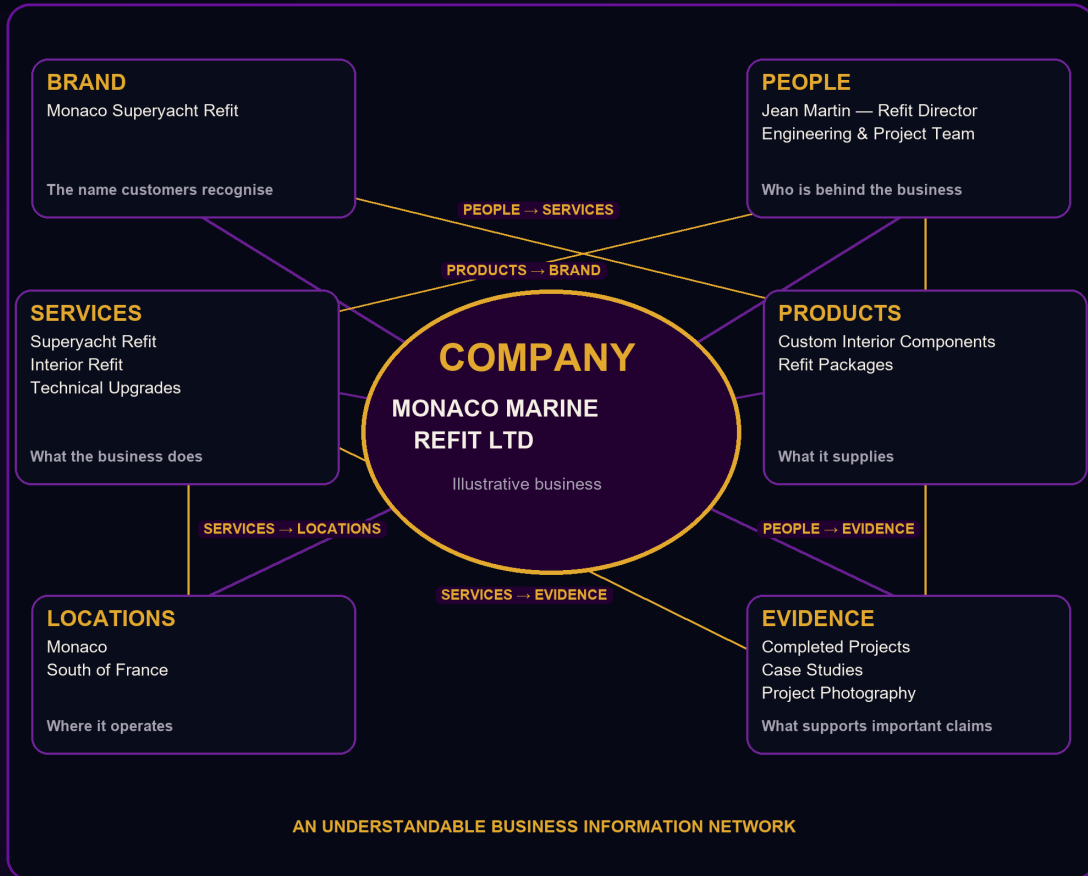
If your own team cannot agree on that description, don't be surprised if machines struggle too.

ENTITY CLARITY

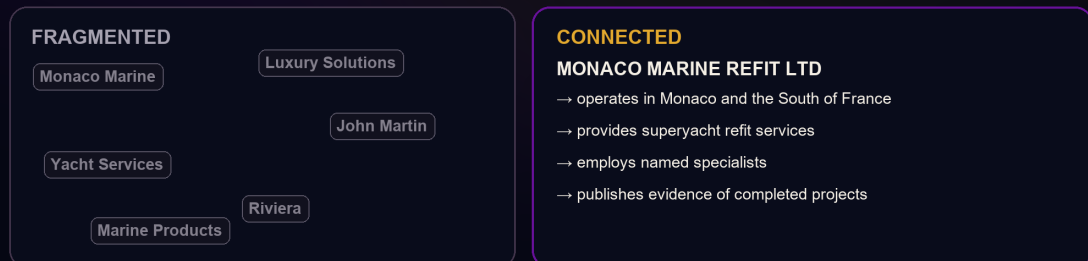
CLEAR FACTS. CLEAR RELATIONSHIPS.

A business is more than a name.

Its people, brands, services, products, locations and evidence help establish what that business actually represents.



FACTS CAN EXIST WITHOUT BEING CLEARLY CONNECTED



The information may exist — but the relationships between the facts are difficult to establish.

DON'T JUST PUBLISH FACTS ABOUT YOUR BUSINESS.

MAKE THE RELATIONSHIPS BETWEEN THOSE FACTS CLEAR.

Clear names, roles, services, locations and supporting evidence can make the business easier to interpret consistently.

TEST YOUR OWN ENTITY CLARITY

- WHO is the company?
- WHAT brands belong to it?
- WHO are the people behind it?
- WHAT does it provide?
- WHERE does it operate?
- WHAT EVIDENCE supports important claims?

Would those answers remain consistent across your website and other credible public sources?

This is an aiVIP conceptual model for explaining entity clarity. Different AI and search systems use different methods, signals and sources. Clear entity relationships do not guarantee ranking, citation or recommendation.

PART

IV

**TRUST,
EVIDENCE &
THE
WEBSITE**

“Claims tell. Evidence shows. In an AI-mediated world, the difference matters.”

Claims tell. Evidence shows.

11. Trust Requires Evidence

Look at some common marketing language: Leading. Trusted. Experienced. Innovative. Specialist. International.

Businesses use these words constantly.

Now ask: “Says who?”

That is where things become interesting.

If you describe your company as experienced, can you show how long you have operated, who has that experience, what projects you have completed and what knowledge you have developed?

If you describe yourself as international, which countries, projects, customers, offices or delivery areas support the description?

If you claim specialist expertise, where is that expertise demonstrated?

The objective isn't to remove every positive statement from your website. It is to connect important claims to evidence.

Instead of “We are highly experienced,” consider something concrete such as “Our team has completed projects across X, Y and Z since [year].”

The second statement gives the reader—and potentially a machine—something concrete to evaluate.

CLAIMS TELL. EVIDENCE SHOWS.

12. Your Website Is Still Important

With all this discussion about AI, you could easily conclude that websites are becoming irrelevant.

I don't believe that at all.

Your website remains the part of your public digital presence over which you normally have the greatest control.

Think of it as the source of truth you control most directly.

You decide how your company is described. You decide which services receive dedicated pages. You decide whether your experts are identified. You decide whether claims are supported. You decide whether case studies are published. You decide whether important questions are answered.

So look at your website again—not simply as a sales brochure, but as a source of information about your organisation.

-
- . Can somebody understand what we do within seconds?
 - . Does every important service have a useful explanation?
 - . Do we identify who is responsible for our expertise?
 - . Are important claims supported near the point where we make them?
 - . Are our address and contact details clear?
 - . Can the important information actually be read as text?

Beautiful design and good information should work together.

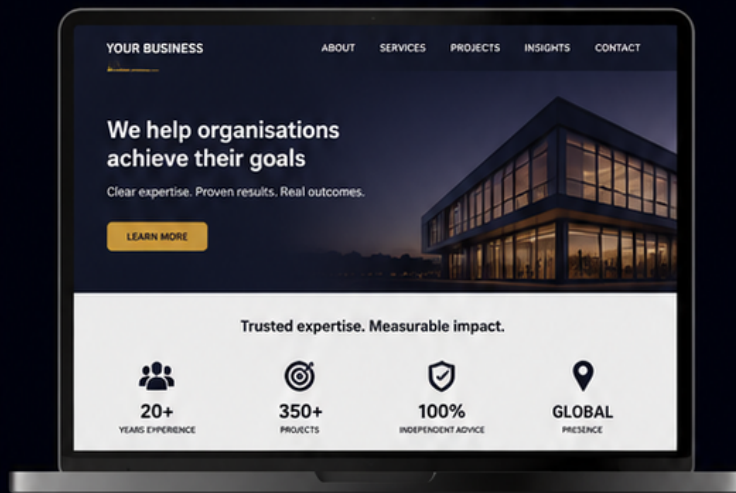
YOUR WEBSITE: THE SOURCE YOU CONTROL MOST DIRECTLY

Many sources describe and talk about your business.
Your website is the place where you have the greatest direct control
over what you publish and how it is presented.

MOST DIRECT CONTROL

YOUR WEBSITE

YOU PUBLISH. YOU DECIDE. YOU CAN CHANGE IT.



WHAT YOU CAN PUBLISH AND MAINTAIN DIRECTLY

-  **WHO WE ARE**
Your story, values, mission and team.
-  **WHAT WE DO**
Services, solutions and specialisms.
-  **WHERE WE OPERATE**
Locations, regions and service areas.
-  **PEOPLE**
Bio's, experience and credentials.
-  **EVIDENCE**
Case studies, results, insights and proof.
-  **CONTACT / NEXT STEP**
How to reach you and what to do next.



You set the standard for accuracy, clarity and evidence on your own site. Keep it up to date and easy to understand.

THE WIDER INFORMATION ENVIRONMENT

You can influence these sources.
You participate, contribute and keep them as accurate as possible.



BUSINESS PROFILES

Google Business Profile, Bing Places, Apple Maps, industry profiles.



DIRECTORIES

Industry directories, local listings and niche platforms.



MEDIA & PRESS

News, features and third-party editorial content.



REVIEWS & REFERENCES

Customer reviews, testimonials and third-party feedback.



SOCIAL / PROFESSIONAL

LinkedIn, social platforms and professional communities.



THIRD-PARTY REFERENCES

Partners, associations, suppliers and other public mentions.

NO DIRECT CONTROL

AI systems, search engines and other platforms select, interpret and present information based on many factors you don't control.



AI / SEARCH OUTPUTS

AI answers, search results, summaries, comparisons and recommendations.



YOU CAN'T CONTROL EVERY SOURCE. START WITH THE SOURCE YOU CONTROL MOST DIRECTLY.

A clear, accurate and well-structured website gives you the strongest foundation for how your business is discovered, understood and represented.



IMPORTANT TO REMEMBER

Your website does not determine what an AI or search system will show. It gives you a directly controlled place to publish clear, accurate and supportable information about your business.



13. Structured Information Supports Understanding

This is where the subject starts to become more technical—but we can keep it simple.

Websites contain information for people, but they can also contain structures and signals that help search engines and other machines understand how pages and information relate to each other.¹²

These can include XML sitemaps, canonical URLs, metadata, robots instructions, structured data, page headings and internal links.¹³

Structured data can help search engines understand page information and support eligibility for certain search features, but Google states that no special structured data is required specifically for its generative AI Search features.¹⁴

You may also hear people discussing emerging files such as llms.txt.

12. Google Search Central. In-depth guide to how Google Search works.

13. Google Search Central. Crawling and indexing.

14. Google Search Central. Introduction to structured data markup in Google Search.

Google currently states that `lms.txt` is not required for Google Search and does not positively or negatively affect Google Search visibility or rankings. I therefore treat it as an EXPERIMENTAL supplementary convention for ecosystems that may choose to support it—not as an AI Visibility requirement.¹⁵

For OpenAI Search, accessibility to OAI-SearchBot may be relevant to discoverability, but eligibility does not guarantee placement, citation or recommendation.¹⁶

The important point is this:

There is no single magic file or piece of code that guarantees AI visibility.

Be particularly cautious if somebody tells you: “Install this and ChatGPT will recommend you” or “Add this schema and you'll appear in AI answers.”

At this stage, you don't necessarily need to change anything yourself.

Ask whoever manages your website to provide a plain-language inventory:

15. Google Search Central. Optimizing your website for generative AI features on Google Search.

16. OpenAI Help Center. Publishers and Developers FAQ.

-
- . Do we have a sitemap?
 - . Are important pages accessible?
 - . Do canonical URLs make sense?
 - . What structured data is present?
 - . Are important pages accidentally blocked?
 - . Are there contradictory signals?

The first job is understanding what you already have.

TECHNICAL DISCOVERABILITY STACK

These technical foundations help search engines and AI systems find, access and understand your website information.



TECHNICALLY ACCESSIBLE $\neq$ GUARANTEED TO BE USED

This stack makes your content eligible to be discovered.

Relevance, quality, evidence and authority determine what is selected and shown.



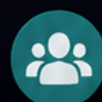
TECHNICAL ELIGIBILITY

This stack makes your content discoverable and understandable by systems.



CONTENT QUALITY

Useful, accurate and evidenced content is more likely to be selected.



AUTHORITY & TRUST

Consistent, independent signals build confidence over time.



IMPORTANT TO REMEMBER

Completing this technical stack does not ensure visibility in AI answers or search results. It ensures your content has the best chance to be found, understood and considered.



PART

V

**MAKE
EXPERTISE
VISIBLE**

**“Your business
probably knows far
more than the internet
can currently see.”**

Your business probably knows more than its website reveals.

14. Questions Reveal Customer Intent

One of the most useful things you can collect from your business is something you already encounter every day: questions.

What do prospects ask before they buy? What worries them? What do they compare? What don't they understand? What makes them hesitate?

Those questions reveal customer intent.

A good information strategy shouldn't simply consist of publishing hundreds of artificial FAQs. It should reflect the actual decision process.

Think in categories:

- . UNDERSTANDING — What is it? How does it work?
- . SUITABILITY — Who is it for? When is it appropriate? When isn't it appropriate?

-
- COMPARISON — How does it differ from the alternatives?
 - COMMERCIAL — What does it cost? What affects the price?
 - RISK — What could go wrong? What are the limitations?
 - PROCESS — What happens after I buy? How long does it take?
 - EVIDENCE — How do I know it works? What experience do you have?
 - LOCATION — Where is the service available? Who provides it in the place that matters to the customer?
 - NEXT STEP — What should I do now?

Location can dramatically change the intent behind a question.

“What is yacht refitting?” is primarily informational.
“Who provides yacht refitting in Monaco?” may indicate somebody actively looking for a supplier.

When building your customer-question inventory, don't just record WHAT people ask. Consider WHERE they need the answer to apply.

Now ask yourself: Does our website answer the questions our best salesperson answers every week?

If not, valuable expertise may be disappearing into private conversations instead of becoming a public business asset.

THE CUSTOMER QUESTION UNIVERSE

People ask many types of questions before they decide.
Your visibility depends on how well you answer them.



BE DISCOVERABLE AT EVERY STEP

Clear, accurate and
evidenced answers build
confidence and preference.

EVERY QUESTION IS A MOMENT OF INFLUENCE.

Some questions are
simple. Others are
complex.

Answer the right
questions well,
and you stay in the
consideration set.



UNDERSTANDING

What is this?
How does it work?
What makes you different?
Why does it matter?



EVIDENCE

What proof do you have?
Case studies?
Results? References?
Independent validation?



SUITABILITY

Is this right for me?
Do you understand
my situation?
Can you solve my
specific problem?



PROCESS

How does it work with you?
What's the process?
How long does it take?
What happens next?



COMPARISON

How do you compare?
Vs others?
What are the trade-offs?
Why you?



LOCATION

Where are you based?
Where do you operate?
Where have you worked?
Can you support me locally?



NEXT STEP

What should I do now?
How do I get started?
Who should I contact?
What's the first step?



COMMERCIAL

What does it cost?
What's included?
What's the value?
How is it priced?

CUSTOMER QUESTION UNIVERSE

Real questions.
Real decisions.
Real impact.



PEOPLE DON'T JUST SEARCH — THEY EXPLORE, COMPARE AND DECIDE.

Be there with the right answers, at the right moment, in the right places.



IMPORTANT TO REMEMBER

AI systems and search engines can only surface and use information that exists,
is accessible and is clear, accurate and verifiable.



15. Make Expertise Publicly Visible

Imagine you employ somebody with 25 years of extraordinary specialist experience.

Customers trust that person. They solve difficult problems. They know things competitors don't know.

But online they are represented by: “John Smith — Technical Director.”

That's it.

From an AI Visibility perspective, much of John's expertise is invisible.

Machines cannot interview your employees over coffee. They can only work with information that becomes accessible to them.

So connect your experts to their expertise.

- biographies
- qualifications
- projects

-
- articles
 - interviews
 - videos
 - commentary
 - case studies
 - research
 - conference appearances

This doesn't require everybody in the company to become a social-media influencer. It simply means making genuine expertise visible.

One exercise I particularly recommend is searching the names of the people whose expertise materially affects a customer's decision.

Ask: Does their public presence support what our company says about them?

AI Visibility can sound like we're preparing information for machines. That misses the point. The ultimate beneficiary should be the person trying to make a better decision.

AI SHOULD IMPROVE HUMANS, NOT REPLACE THEM.

MAKE EXPERTISE PUBLICLY VISIBLE

You have valuable knowledge, experience and insights.
Make it visible so AI systems and customers can
discover, understand and trust you.



EXPERTISE THAT IS VISIBLE GETS USED.

Clear, honest and accessible
expertise builds trust,
preference and influence.



EXPERTISE AI AND CUSTOMERS CAN'T SEE IS HARDER FOR THEM TO USE.

Share real experience, methods, decisions and evidence.
Don't manufacture "expert signals" — publish genuine value.

EXPERTISE YOU **HAVE**

Often held inside your business

EXPERTISE YOU MAKE **VISIBLE**

Published where people and AI can find it



EXPERIENCE

Years in the field,
roles, sectors,
challenges faced.

Share your journey
and what you've
learned.



PROJECTS

Work you've done,
outcomes and
solutions delivered.

Show real examples
and results.



DECISIONS

Key decisions,
trade-offs and
why they mattered.

Explain your thinking.
not just the outcome.



METHODS

Your process,
frameworks and
ways of working.

Describe how
you solve problems.



LESSONS

Insights, lessons
learned and
what to avoid.

Help others with
hard-earned insight.



EVIDENCE

Proof, data,
references and
independent signals.

Back it up so people
can trust it.



PEOPLE

Your team,
experts and
collaborators.

Show the people
behind the work.

WHERE TO PUBLISH



Your Website

Core content,
case studies,
insights & guides.



Articles & Guides

Teach, explain
and provide
real value.



Videos & Talks

Share thinking,
demos and
presentations.



Interviews & Media

Contribute to
authoritative
conversations.



Profiles & Directories

Keep information
consistent and
up to date.

IMPORTANT TO REMEMBER



Visibility does not mean hype.
It means making genuine,
verifiable expertise easy to
understand and reference.

Quality, clarity, consistency
and evidence build authority
over time.



PUBLISH REAL EXPERTISE. HELP PEOPLE. BUILD TRUST.

When your expertise is visible, people choose you — and AI systems can understand, reference and recommend you.

16. Look Beyond Your Own Website

You can make your website perfectly accurate tomorrow morning.

Unfortunately, the rest of the internet may still tell yesterday's story.

This is why AI Visibility extends beyond your own domain.

Look at business directories, professional profiles, LinkedIn, review platforms, professional associations, partner websites, press coverage, industry databases and old listings.

You don't control all of them. But you should at least know what they say.

Start with the ten external pages or profiles that appear most prominently when you search for your business.

Compare business name, description, website address, physical location, telephone number, services and key people.

You're looking for contradictions.

Perhaps an old directory says you operate from London while your website says Monaco. Perhaps a founder's profile still describes a business model you abandoned. Perhaps an old product has become more visible than the service you currently want to sell.

This is digital housekeeping—but it can also be strategic business positioning.

YOUR BUSINESS EXISTS BEYOND YOUR WEBSITE

AI AND SEARCH CAN DRAW ON A WIDER
INFORMATION ENVIRONMENT

Your website is the source you control most directly.
But it may not be the only source describing your business.



WHAT HAPPENS WHEN THE SOURCES DON'T AGREE?

The business can become harder to interpret consistently.

CONSISTENT IMPORTANT FACTS	
Website	Superyacht refit services — Monaco & South of France
Business profile	Superyacht refit services — Monaco & South of France
Industry directory	Superyacht refit specialist — Monaco
Professional profile	Superyacht refit — Monaco
RESTRAINED INCONSISTENCIES	
Old directory	Marine solutions — Nice
Old profile	Yacht services — Côte d'Azur

CONSISTENCY DOESN'T MEAN COPYING IDENTICAL WORDING EVERYWHERE.

YOU CONTROL YOUR WEBSITE.

YOU INFLUENCE YOUR WIDER INFORMATION ENVIRONMENT.

The clearer and more consistent important facts are across credible public sources, the easier it becomes to establish what the business actually is.

CHECK YOUR BUSINESS FROM THE OUTSIDE

Business name • Business + service • Business + location

Founder / key people • Business + reviews • Business + industry

Do the results describe the same business you think you're presenting?

Different AI and search systems use different sources and methods. Presence or consistency across public sources does not guarantee ranking, citation or recommendation.

PART

VI

**TEST,
PRIORITISE,
IMPROVE**

**“Don’t guess how
visible your business
is. Establish a
baseline, then
improve what the
evidence tells you
matters.”**

Don't guess how visible your business is. Establish a baseline.

17. Run a Simple AI Perception Test

Now we reach one of the most interesting exercises in this guide.

When I run this test, I ask several AI-enabled systems neutral questions about the organisation.

I record the exact question, the system I used, the date, location where relevant, the answer and any sources shown. A single screenshot is evidence of what happened in that particular test; it isn't proof that every user, system or future search will receive the same answer.¹⁷

For example:

- What does [company] do?
- Who does [company] serve?
- Where does [company] operate?
- What is [company] known for?

17. OpenAI Help Center. Does ChatGPT tell the truth?.

-
- What evidence is there of [company's] experience?

Then move beyond your brand name:

- Which companies provide [service] in [location]?
- Who specialises in [problem]?
- What are the alternatives to [type of solution]?
- Which provider would suit [customer situation]?

Record the date, system, exact question, answer, sources cited where shown, companies mentioned, correct statements, incorrect statements, omissions and uncertainties.

Don't treat one answer as the definitive truth.

AI responses can vary.

The objective is to identify patterns. You are starting to see your company from the machine's side of the conversation.

RUN A SIMPLE AI PERCEPTION TEST

AI PERCEPTION TEST

You can't improve what you don't measure.

Run a simple test to see how AI and search systems currently perceive your business.

Different systems. Different answers. Different days.
This is a snapshot, not a verdict.



WHY THIS MATTERS

AI and search systems don't know your business unless they can find, understand and trust your information.



ASK

Ask a real question a potential customer might use.

EXAMPLE QUESTION:

"Who provides emergency 24 hour roof repairs in or near London W2"

- Use natural language.
- Be specific about location, service or need.
- Try more than one question.



TIP

Use the same question across different AI and search systems for comparison.



RECORD

Capture exactly what you see.

AI / Search System Used

Exact Question Asked

Date & Time

Location / Context

Answer Given

Sources / Citations Shown



COMPARE

Does the answer accurately describe:

	Yes	No
Who you are?	☐	☐
What you do?	☐	☐
Where you do it?	☐	☐
Why someone might trust you?	☐	☐

NOTES / OBSERVATIONS



QUESTION

Dig a little deeper. Ask the right questions.

- ? Were you mentioned?
- ? Was the description accurate?
- ? Which sources appeared?
- ? What important information was missing?
- ? What might help the system understand your business better?



GOAL

Build a clear picture of how AI and search systems currently perceive your business.



ONE TEST IS A SNAPSHOT, NOT A VERDICT.

Results can vary by system, query, location, context and time.

Repeat regularly and track changes over time.

aiVIP® AI VISIBILITY
IMPROVEMENT
PROGRAMME

CHG
Carl Henry Global

18. Complete Your First Visibility Inventory

By now, you should have enough information to create four simple lists.

1 — WHAT IS CORRECT?

These are facts AI systems and public sources appear to understand accurately. Protect that clarity.

2 — WHAT IS WRONG?

Examples could include a former address, discontinued product, incorrect founder, wrong market or confused company relationship. Prioritise errors according to commercial importance.

3 — WHAT EVIDENCE EXISTS?

List the public evidence supporting important claims: reviews, case studies, projects, qualifications, customer references, interviews, awards, research and expert biographies.

4 — WHAT EVIDENCE IS MISSING?

Perhaps you have completed 200 successful projects but published none of them. Perhaps your founder has 30 years' experience but the website contains a two-line biography. Perhaps customers constantly praise a particular capability, but there is no page explaining it.

You may discover that the business has far more credibility than its public information currently demonstrates.

That is an opportunity.

COMPLETE YOUR FIRST

AI VISIBILITY INVENTORY

Get clear on what AI and search systems can find, understand and trust about your business.

This inventory helps you spot gaps, fix what matters, and build stronger visibility.



WHY THIS MATTERS

AI and search systems rely on information that exists, is accessible, understandable and supported by evidence.

This inventory shows you where you are strong — and where you need to focus.



1. WHAT WE SAY

The key information about our business.

-  Business description ☐
-  Services / Products ☐
-  Locations served ☐
-  People / Expertise ☐
-  Important claims ☐

Are we clearly explaining who we are, what we do, where we do it and why someone should trust us?



2. WHAT SUPPORTS IT

The evidence and proof behind our information.

-  Case studies / Projects ☐
-  Reviews / Testimonials ☐
-  Credentials / Certifications ☐
-  Documents / Resources ☐
-  Data / Statistics ☐

Can people and AI systems find proof that what we say is real, accurate and verifiable?



3. WHERE IT APPEARS

The places our information can be discovered.

-  Our website ☐
-  Business profiles ☐
-  Professional profiles ☐
-  Industry / Directory sources ☐
-  Media / Third-party sources ☐

Where can people and AI systems find this information about us online?



4. WHAT NEEDS ATTENTION

The gaps, issues and inconsistencies to fix.

-  Missing information ☐
-  Outdated information ☐
-  Inconsistent information ☐
-  Not supported by evidence ☐
-  Hard to find / Not accessible ☐

What's holding our visibility back or creating confusion for people and AI systems?



START WITH THE GAPS THAT MATTER MOST.

Focus on the information that influences trust, choice and recommendation.
Progress over perfection. Improve and update regularly.



QUICK EXERCISE

Choose five important facts about your business.
Can somebody find them, understand them and see what supports them?

- 1** → Choose 5 key facts about your business.
- 2** → Search for each one as a customer might.
- 3** → See what AI and search systems find.
- 4** → Compare what you intended vs. what they found.
- 5** → Note the gaps and upgrade what matters.



INVENTORY TODAY. STRONGER VISIBILITY TOMORROW.

Clear information. Strong evidence. Easy to find.
That's how AI and search systems can understand and recommend your business.

aiVIP AI VISIBILITY
IMPROVEMENT
PROGRAMME

CHG
Carl Henry Global

19. Build Fewer, Stronger Signals

When businesses discover a visibility problem, the instinct is often: “We need more content.”

Maybe.

But first ask: “Do we need better information?”

Publishing 100 generic articles can simply create 100 additional pages repeating the same vague story.

I would rather begin by strengthening the information that matters most.

1. Correct damaging inaccuracies. If important information is wrong, fix what you control.
2. Strengthen your definitive pages. Your About page, principal service pages, contact information and expert profiles deserve attention.
3. Connect expertise with evidence. Don't simply say you're good. Show why.

4. Publish information that adds something. Original experience beats generic rewriting.

5. Encourage consistent independent confirmation. A business describing itself clearly is useful; credible independent sources confirming that description can be even more valuable.

The objective isn't to shout louder.

It is to become clearer, more useful and easier to verify.

FEWER, STRONGER SIGNALS

Quality over quantity for AI visibility.

AI systems don't reward volume.
They reward clarity, depth and consistency.
A few strong, well-connected signals
outperform lots of thin, scattered ones.



**QUALITY WINS.
ALWAYS.**

AI systems look for the
clearest, most trustworthy
evidence to understand,
compare and recommend.

MANY WEAK SIGNALS

Harder for AI to trust and use



Scattered

Information spread across many pages,
formats and platforms.



Inconsistent

Different messages, data and formats
that don't align.



Shallow

Surface-level content that doesn't
show real expertise.



Outdated

Old or stale information that reduces
trust and relevance.



Unclear

Vague details and missing context
create doubt.

VS.

FEWER STRONG SIGNALS

Easier for AI to understand and recommend



Focused

Clear, relevant information in the right
places.



Consistent

Aligned messages, data and structure
across all key points.



In-Depth

Detailed insights, real examples and
proven expertise.



Current

Up-to-date information that shows
you're active and reliable.



Clear

Specific, complete and easy for AI
to interpret.

WHAT STRONG SIGNALS LOOK LIKE



DETAILED PAGES

Comprehensive
pages that answer
real questions.



STRUCTURED DATA

Schema and data
that help AI
understand you.



CITABLE CONTENT

Original insights
worth quoting
and referencing.



CONNECTED TOPICS

Logical links that
create a clear
knowledge path.



AUTHOR EXPERTISE

Named authors,
experience and
real credentials.



FRESH SIGNALS

Regular updates
that show ongoing
relevance.



FEWER, STRONGER SIGNALS

MAKE YOU EASIER TO UNDERSTAND, TRUST AND RECOMMEND.

Focus on what matters most. Make every signal count.



CLARITY. CONSISTENCY. DEPTH. AUTHORITY.

These are the signals that help AI — and customers — choose you.

20. Don't Guess. Establish Your Baseline.

If you've reached this point, I hope you now see AI Visibility slightly differently.

It isn't about sprinkling a few AI keywords across your website. It isn't about producing thousands of machine-written articles. And it isn't about finding a secret piece of code that guarantees ChatGPT will recommend you.

Earlier, I introduced two ways of looking at AI Visibility.

The discovery model asks:

- Can AI FIND us?
- Can AI UNDERSTAND us?
- Can AI VERIFY us?
- Can AI CITE us?
- And, where appropriate, can AI RECOMMEND us?

CLEAR™ turns those questions back towards the business:

-
- . Are we COMPREHENDED?
 - . Are we LOCATED?
 - . Are we EVIDENCED?
 - . Are we ATTRIBUTED?
 - . Are we REFERABLE?

You don't have to guess. Start by establishing your baseline.

That is why we created the free aiVIP AI & Search Visibility Scanner.

The Scanner uses deterministic, evidence-led checks to examine observable website signals and provide clues and an indicative baseline. It does not claim to know the internal workings of AI systems.

It isn't a guarantee of rankings. It isn't a guarantee that an AI system will cite you. And it cannot promise that a machine will recommend your company.

Nobody should responsibly promise you those things.

What it can do is help you begin asking better questions.

Scan your website. See what we find. Decide what to improve.

TEST YOUR WEBSITE FREE

aivip.carlhenryglobal.com



Use your result as a baseline. Then decide what deserves further investigation.

If you want to continue beyond the free assessment, aiVIP provides different levels of support depending on whether you want us to Show You, work With You, or do more of the work For You.

But whether you ever buy anything from us or not, I would encourage you to do one thing:

Don't try to trick AI into seeing your business. Make the business itself easier to find, understand and trust.

Search has changed.

The businesses that understand that change early have an opportunity to make sure that their real expertise, experience and value remain visible as the next generation of customers decides who to trust.

Your AI Visibility Scanner

**A FREE ASSESSMENT IN MINUTES.
THAT SHOWS WHAT TO REVIEW.**

Our scanner checks website signals that can affect AI and search visibility

Our scanner checks observable signals that help AI and search systems access & understand your site.

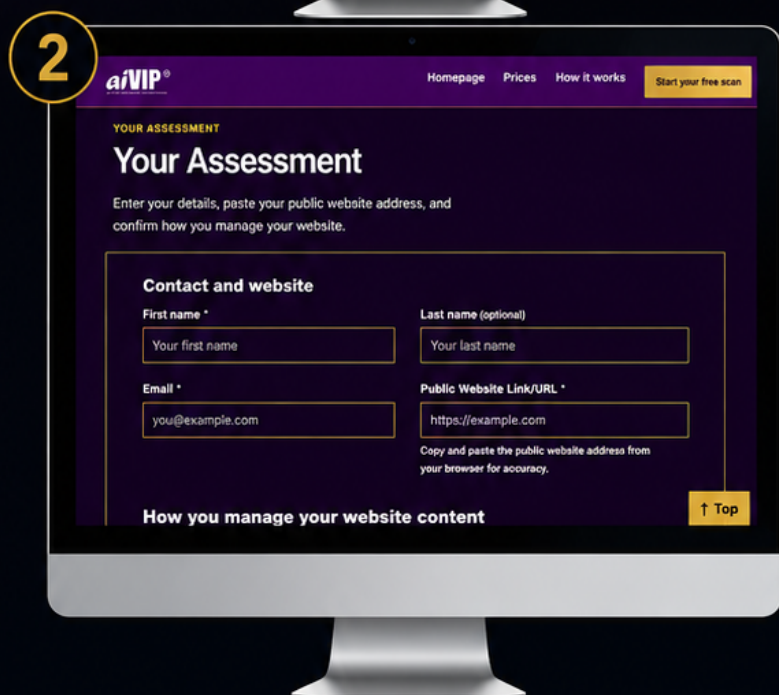
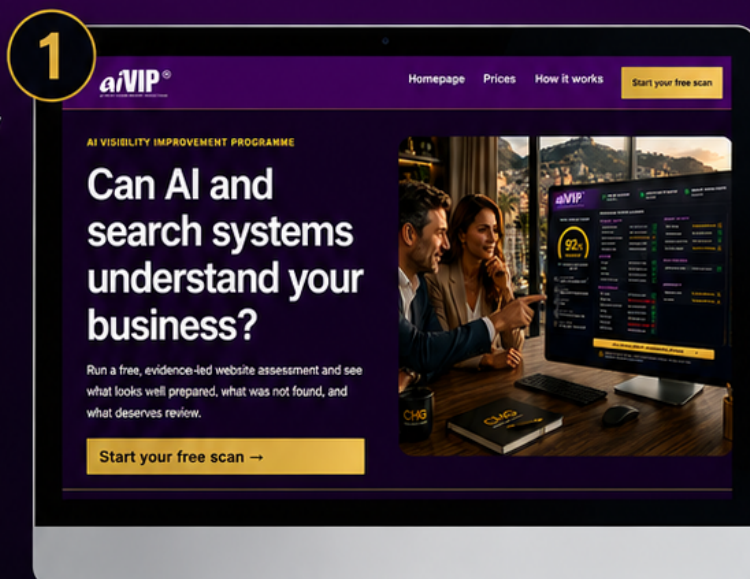
HOW IT WORKS – 3 EASY STEPS

- 1 START YOUR SCAN**

 Enter your website address. Our scanner will check how AI and search systems see and interpret your site.
- 2 WE ANALYSE & CHECK**

 We review key areas across content, structure, technical setup, accessibility and discoverability.
- 3 YOU GET ACTIONABLE INSIGHTS**

 See your AI Visibility Score, strengths, gaps and clear recommendations to improve visibility and performance.



WHAT YOU RECEIVE

- | | | | | | |
|--|---|---|--|--|--|
| 
AI VISIBILITY SCORE
See the strength of your AI visibility foundations. | 
STRENGTHS
Discover what your site is doing well. | 
GAPS & RISKS
See potential gaps and areas to review. | 
PRIORITY ACTIONS
Clear, practical recommendations you can act on. | 
SHAREABLE REPORT
Export or share your results with your team. | 
RESCAN ANYTIME
Track improvements and stay ahead of change. |
|--|---|---|--|--|--|

WHAT THE SCANNER CAN TELL YOU

It can identify observable website signals, strengths, gaps and priorities.

WHAT IT CANNOT TELL YOU

It cannot guarantee AI inclusion, citation, ranking or recommendation.

UNDERSTAND YOUR RESULTS

ANATOMY OF A REAL aiVIP® SCAN RESULT

Every scan gives you a clear picture of how visible, understandable and trusted your website is by AI and search systems.

aiVIP®
AI VISIBILITY IMPROVEMENT
PROGRAMME

CHG
Carl Henry Global

1 AI VISIBILITY SCORE

A clear, at-a-glance score showing how visible and understandable your website is to AI and search systems. Plus a plain-English summary of your overall foundation.

2 SCAN SUMMARY

Key scan details including the URL checked, pages analysed and how long it took. Everything is recorded for accuracy and transparency.

3 OBSERVABLE TECHNICAL EVIDENCE

Verifiable checks across three areas — Technical Health, AI Access and Content & Structure. Each item shows Good, Needs Improvement or Issues.

4 TOP PRIORITY AREAS

The most important opportunities to improve your AI visibility, with impact level (High / Medium) so you know where to focus first.

5 NEXT ACTION

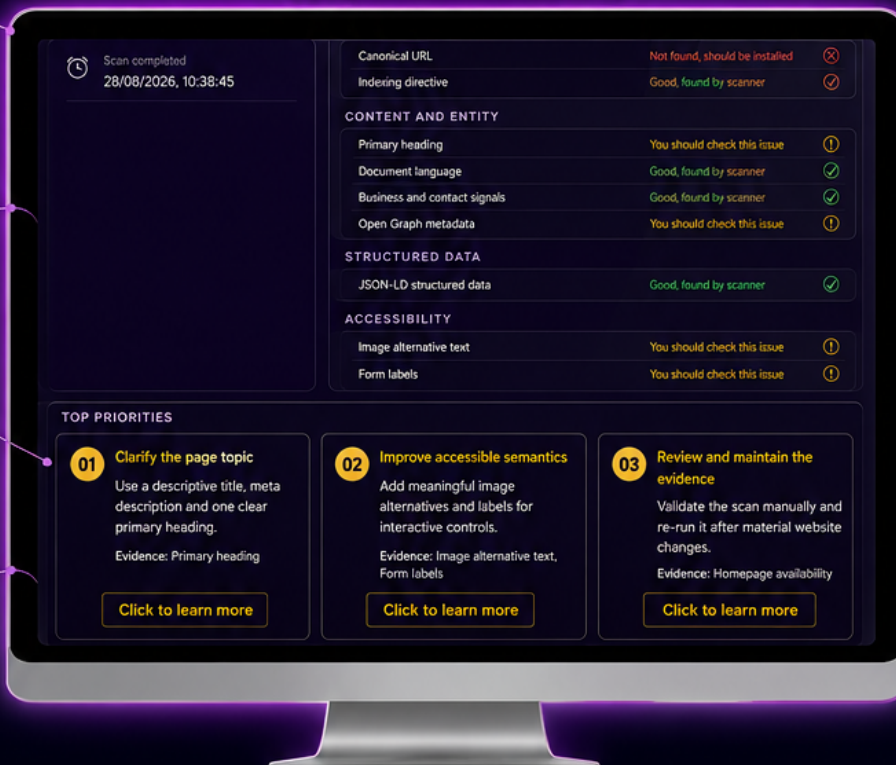
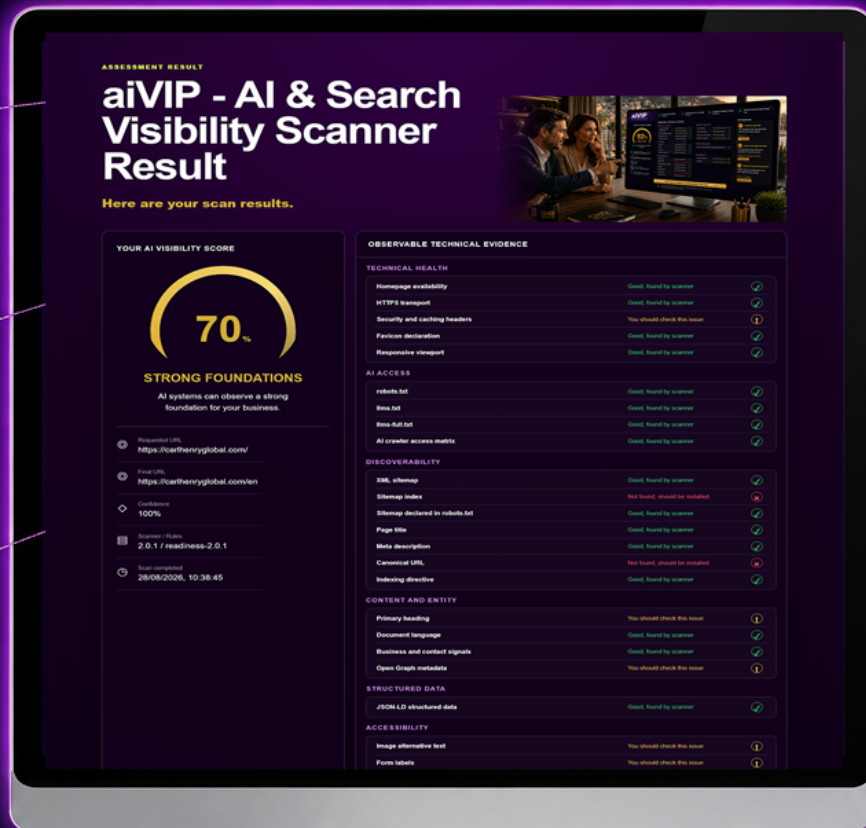
One click to explore practical options and solutions tailored to improve your score and strengthen your visibility.

6 SEE YOUR TOP PRIORITIES

Three recommended actions based on your scan results, with clear explanations and evidence references.

7 LEARN MORE ABOUT YOUR OPTIONS

Step-by-step guidance to help you understand each finding and how to improve.



CLEAR INSIGHT. CLEAR PRIORITIES. CLEAR NEXT STEPS.

The aiVIP Scanner turns complex checks into simple insights so you can improve what matters most.

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YOUR AI VISIBILITY STARTER CHECKLIST

- Have I asked several AI systems what my company does?
- Is the description accurate?
- Are our main products and services clearly understood?
- Is our location or service area correct?
- Are the important people behind the business identifiable?
- Can I publicly support our major claims with evidence?
- Do we publish information based on genuine first-hand expertise?
- Does our website answer the questions customers actually ask?
- Are our principal external profiles accurate and consistent?
- Have I identified outdated or contradictory information?
- Do our important services have clear dedicated pages?

-
- . Can somebody quickly understand who our services are for?
 - . Do we explain situations where our service may not be suitable?
 - . Are important case studies, projects and results publicly visible?
 - . Have we checked the basic technical discoverability of our website?
 - . Do I know what structured information is currently implemented?
 - . Am I measuring qualified enquiries as well as website traffic?
 - . Have I recorded which AI systems mention our competitors?
 - . Have I identified the biggest gaps in our public evidence?
 - . Do I have a baseline against which I can repeat these tests later?

A FINAL THOUGHT

We have been here before.

Not with exactly this technology, of course, but with the underlying business challenge.

The internet changed how businesses communicated. Search engines changed how businesses were discovered. Social media changed how reputation and influence developed. Smartphones changed when and where customers searched.

AI is now beginning to change how information itself is assembled, interpreted and presented to the customer.

I don't think the answer is to become frightened of AI. Nor do I think the answer is to hand everything over to it.

My own view is much simpler:

AI should improve humans, not replace them.

The companies with genuine expertise, good products, experienced people and satisfied customers already possess much of the substance they need.

The challenge is making that substance findable, understandable, verifiable and useful in a changing search environment.

That is what aiVIP is ultimately about.

Carl Henry

Carl Henry Global

aiVIP™ | AI Visibility Improvement Programme

Findable • Understandable • Verifiable • Citable •
Recommendable

IMPORTANT NOTE

AI-enabled search is developing rapidly. Individual platforms, interfaces and methods can change. The examples and recommendations in this guide should therefore be treated as practical guidance rather than guarantees of ranking, citation, inclusion or recommendation.

The next stage after establishing your baseline is to determine which changes are appropriate for your particular business, customers, market and website.

Search has changed. The important question now is whether your business is changing with it.



AI VISIBILITY GLOSSARY

AI Visibility

The extent to which AI-enabled discovery systems can find, understand, verify, cite and appropriately consider a person, organisation, product, service or subject.

Answer Engine

A search or AI system that attempts to provide a direct response rather than only a list of links.

Attribution

A clear connection between information or a claim and the person, organisation or source responsible for it.

Canonical URL

The preferred address for a page when the same or very similar content can be reached through more than one URL.

Citation

A reference or link showing where information in an answer came from. Citation does not necessarily mean endorsement.



Crawler

Automated software that discovers and retrieves publicly accessible web content.

Entity

A distinct person, organisation, place, product or concept that a system attempts to identify and understand.

Generative AI

AI that produces new text, images or other outputs in response to instructions or questions.

Indexing

The process by which a search system organises discovered content so it may be retrieved later.

JSON-LD

A common format for adding machine-readable structured data to a webpage.

Large Language Model / LLM

A model trained on large amounts of language data to interpret and generate text. Capabilities and data access vary between systems.

llms.txt

An emerging proposed convention for giving AI systems a concise guide to website content. Its adoption and practical effect remain uncertain; it is not required for Google Search.

Metadata

Information describing a webpage or resource, such as its title, description, author or date.

Robots.txt

A website file that gives compliant crawlers instructions about which areas they may access. It is not a security control.

Schema / Structured Data

Machine-readable vocabulary used to describe the meaning and relationships of information on a page. It can support understanding and eligibility for certain features but cannot guarantee citation or recommendation.

SERP

Search Engine Results Page: the page a search engine displays in response to a query.



Sitemap

A file that lists important website URLs to help search systems discover and process them.

Source of Truth

The authoritative or preferred source an organisation controls for maintaining current facts and approved descriptions.

Zero-Click Search / Discovery

A search or discovery interaction in which the user obtains enough information without visiting a conventional website result.



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ABOUT CARL HENRY

Carl Henry has been involved in business since 1978, giving him nearly five decades of practical experience across changing commercial and technological environments.

Long before websites, search engines, social media and artificial intelligence became everyday business tools, he was already building businesses, developing sales opportunities and adapting to changes in the way customers communicate and buy.

Through Carl Henry Global, he applies that experience to practical business development, digital communication and emerging technology. He created aiVIP | AI Visibility Improvement Programme to help organisations understand how clearly their real expertise, experience and value are represented as search becomes increasingly AI-mediated.

His approach is deliberately practical rather than academic and is guided by a simple human-centred principle:

AI should improve humans, not replace them.



PUBLICATION INFORMATION

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aiVIP™ and CLEAR™ are used as Carl Henry Global brand/framework identifiers in this publication.

This publication provides practical general guidance. AI-enabled search changes rapidly, results vary, and no ranking, inclusion, citation, traffic, lead or recommendation outcome is guaranteed.

Author

Carl Henry

Organisation

Carl Henry Global

Programme

aiVIP™ | AI Visibility Improvement Programme

Framework

CLEAR™ | Comprehended • Located •
Evidenced • Attributed • Referable



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CONTINUE YOUR **AI VISIBILITY** JOURNEY



You've learned how search has changed
and what it takes to be understood, trusted
and recommended by AI and search systems.

NOW, SEE HOW YOUR WEBSITE PERFORMS.

THE aiVIP SCANNER GIVES YOU:



CLARITY

Discover how AI and search
systems see your website
right now.



PRIORITIES

Get clear recommendations
for what to fix, improve
and strengthen.



CONFIDENCE

Take action with a practical
plan to improve visibility
and grow.



START YOUR FREE **aiVIP SCAN** →

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It takes just a few minutes.
The insights can make a big difference.

AI CAN ONLY RECOMMEND WHAT IT UNDERSTANDS.
LET'S MAKE SURE IT UNDERSTANDS YOU.

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DIGITAL SOLUTIONS
GLOBAL IMPACT
REAL RESULTS

BETTER UNDERSTOOD • BETTER RECOMMENDED • BETTER RESULTS