EXAMPLE FIGURES · FOR ILLUSTRATION ONLY

Mention Harbour

AI Visibility Scorecard

Example: a local estate agency

Prepared by Mention Harbour
Example figures only

Headline AI visibility score

42/100

Likely range: **32–54**

Example figures. 8 everyday local questions, each asked twice in ChatGPT, Claude and Google's Gemini, including Google AI Overviews. The score reflects how often and how high you're named, plus whether your own website is mentioned. Moves of under about 10 points are noise. We never promise rankings.

Share of voice vs 3 local competitors

Business	Share of AI mentions	%
Example Agency		**26%**
Competitor 1		42%
Competitor 2		20%
Competitor 3		12%

Example figures. Share is how often this business was named, compared with the three competitors named most often in the same answers.

Which AI assistants mention you

Assistant	Mentions you?	Answers naming you	What it said / who it named instead
ChatGPT	Yes	5 of 16	Named in both answers about its own area (2nd). Also named in some wider "best near me" questions. Its own website was mentioned each time.
Claude	Yes	4 of 16	Named in both answers about its own area (2nd). On wider questions, a competitor was usually named first.
Google's Gemini including Google AI Overviews	Yes	6 of 16	**1st** in both answers about its own area. Also leaned on Maps and directories, not only the agency's website.

Example figures, for illustration only. If we can't reliably check an assistant, we mark it "not measured" rather than guess.

A simple checklist

	What we looked at	What this example shows
🔴	Do public listings match?	One directory listing shows a different address from the website.
🟡	Google Business Profile	The profile is there, but there are only a handful of reviews.
🟡	Does the website answer common questions?	The site is light on clear answers about services, areas and how they work.
🟡	Review sites	Reviews are thin, and they don't all tell the same story.
🟢	Listings that matter for this trade	Google, property portals and review sites are all part of the picture. We give you a short checklist.

🟢 good 🟡 worth improving 🔴 likely holding you back ⚪ not checked

Three next steps

1. **Ready-to-use website wording.** We'll write short answers and FAQ text about your services and area, for you or your web person to paste in.
2. **Make your public listings match.** We'll give you a checklist of the listings that matter for your trade. In this example, one directory shows the wrong address.
3. **Ask recent clients for reviews.** We'll write ready-to-use review-request messages you can send yourself. We don't log into your accounts or edit your website.

Want the full picture?

A plain-English report, a prioritised to-do list, and wording ready for you or your web person to paste in.

AI Visibility Report · £195 one-off
Monthly tracking from £59/month

Please read: These are example figures, for illustration only. This is not a real measurement of a named business. We never promise rankings or mentions in ChatGPT, Claude, Google's Gemini or any other assistant. Their answers vary from day to day, between users and by location. Treat the score as a range, not a precise number. We only check public pages, and we don't log into accounts or edit websites. Mention Harbour is not affiliated with OpenAI, Google, Anthropic, or any property portal or review site.