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HOW IT WORKS · AI VISIBILITY

How Your AI Visibility Dashboard Works

Client guide · a preview of your AI Visibility dashboard

What you'll find

- ✓ The problem Google Analytics never shows you
- ✓ What this actually is
- ✓ How visible you are to AI, right now
- ✓ Where you stand against competitors
- ✓ Engine by engine
- ✓ Your brand score, according to AI
- ✓ What AI actually says about you
- ✓ The real answer, prompt by prompt
- ✓ Performance by business vertical
- ✓ Who cites you
- ✓ Where you're losing citations
- ✓ The action plan that runs itself — and proves it worked
- ✓ What you get every week

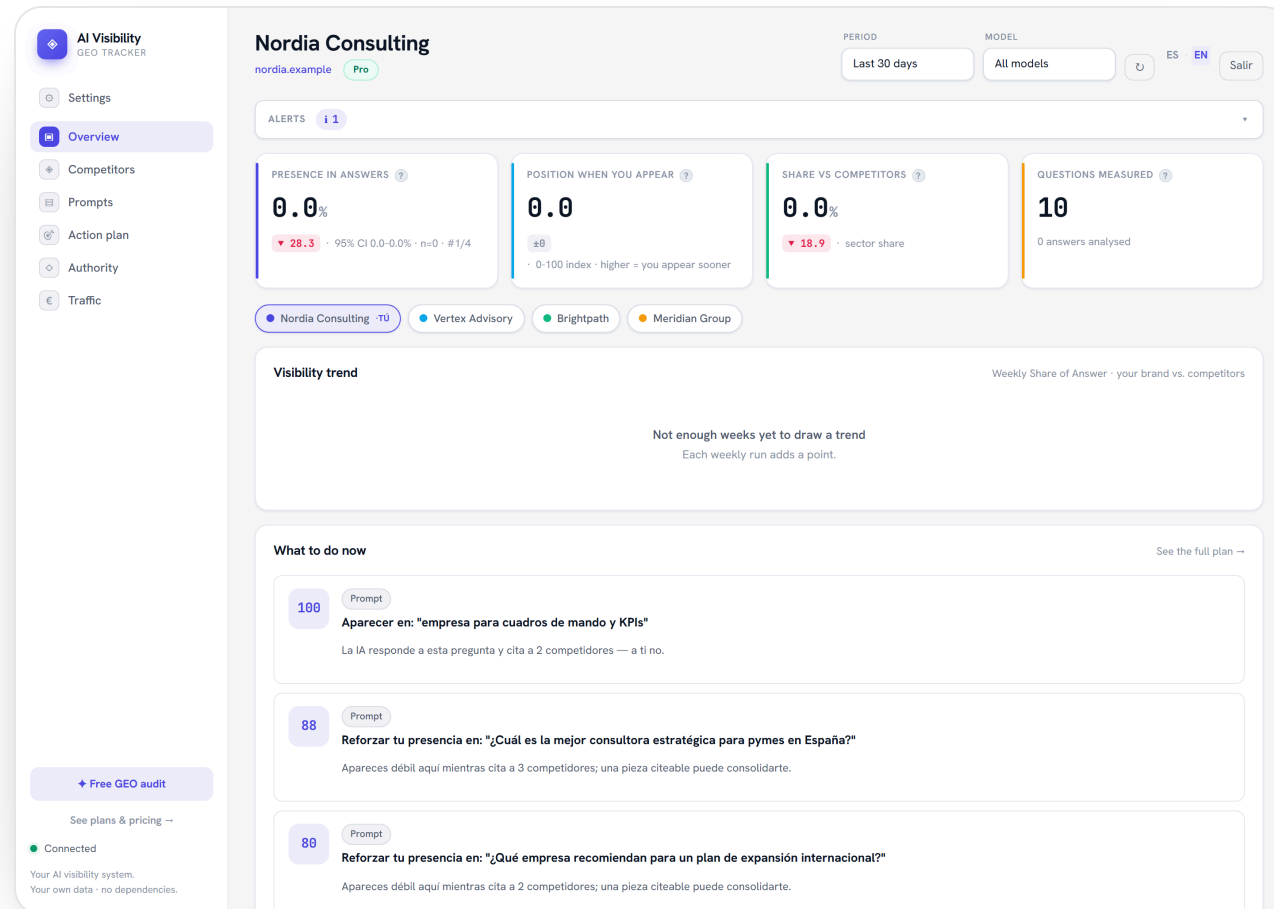
The problem Google Analytics never shows you

More people now ask ChatGPT, Perplexity, or Google AI Mode "which [your industry] firm should I hire?" instead of searching Google. The AI answers with 3-5 names. If your brand isn't on that list, you don't exist for that person — and nothing looks wrong in your analytics, because that visit never happened in the first place. Picture **Nordia Consulting**, a mid-size B2B strategy firm.

What this actually is

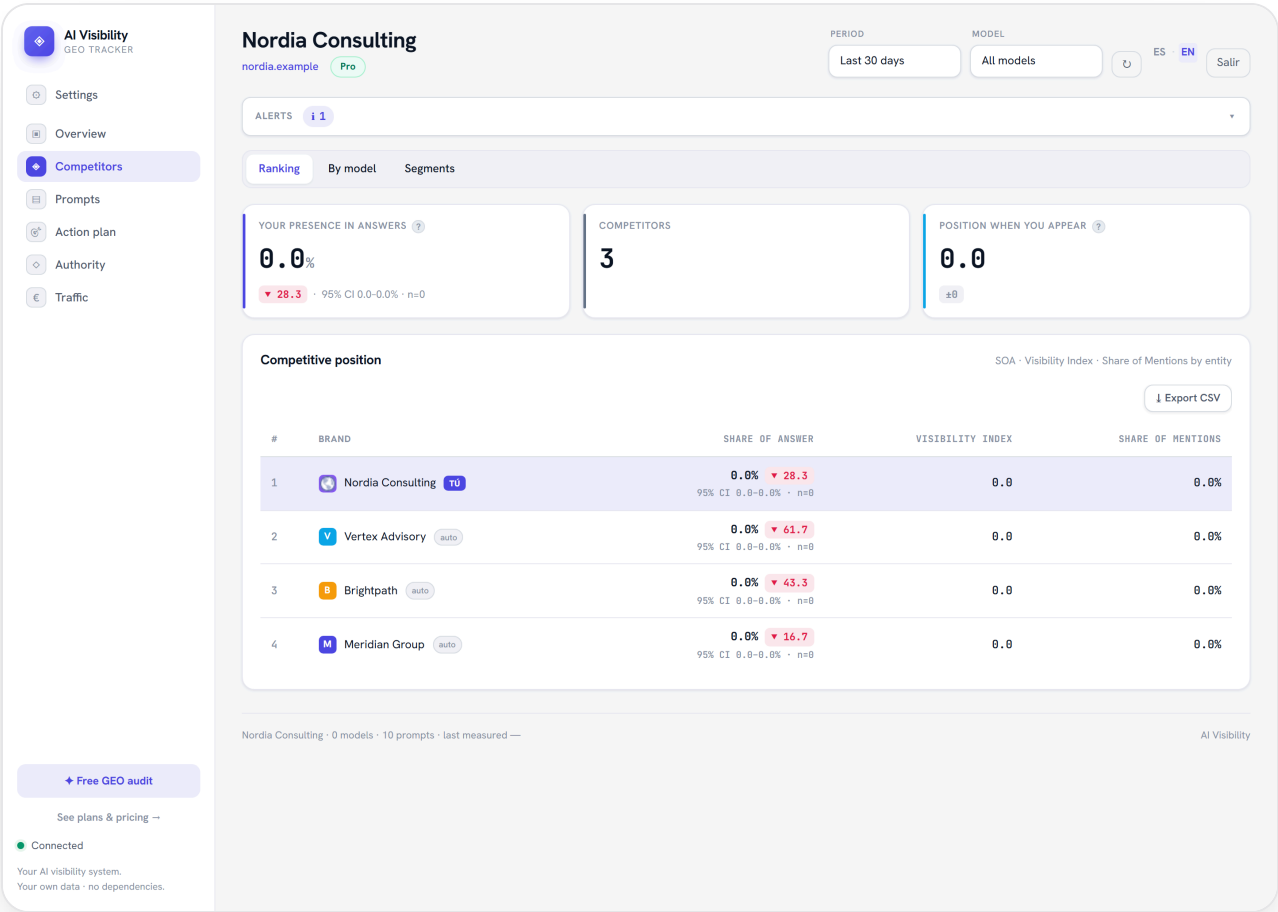
A purpose-built engine that runs ~90 real, industry-specific questions — grouped by business vertical, the questions an actual prospect would ask — against multiple AI engines (ChatGPT, Perplexity, Google AI Mode, Gemini) and analyzes every response: Does it mention you? Recommend you? Cite your site? What does it say about you? This isn't Google SEO. It's **GEO** —

How visible you are to AI, right now



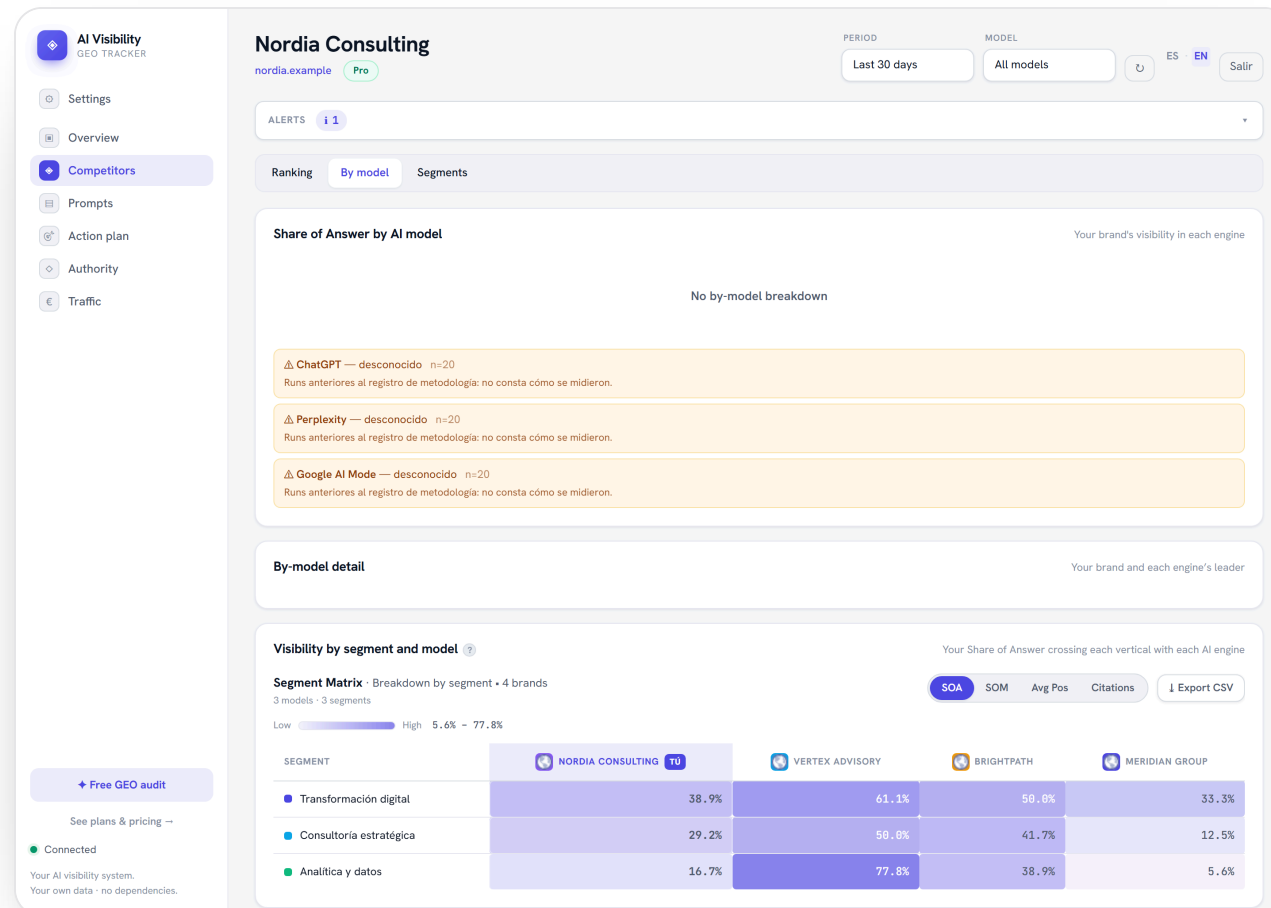
This is the first screen you open every Monday. It shows your **Share of Answer (SOA)**: across every AI answer to industry-relevant questions, the percentage where Nordia Consulting shows up. It's never a bare number — it comes with a **95% Wilson confidence interval** and the **sample size (N)** behind it. Every prompt is measured 3 times, and branded prompts (the ones that already contain your name) are excluded from the calculation, so a 12% SOA at N=270 is an honest signal, not a fluke from one lucky answer.

Where you stand against competitors



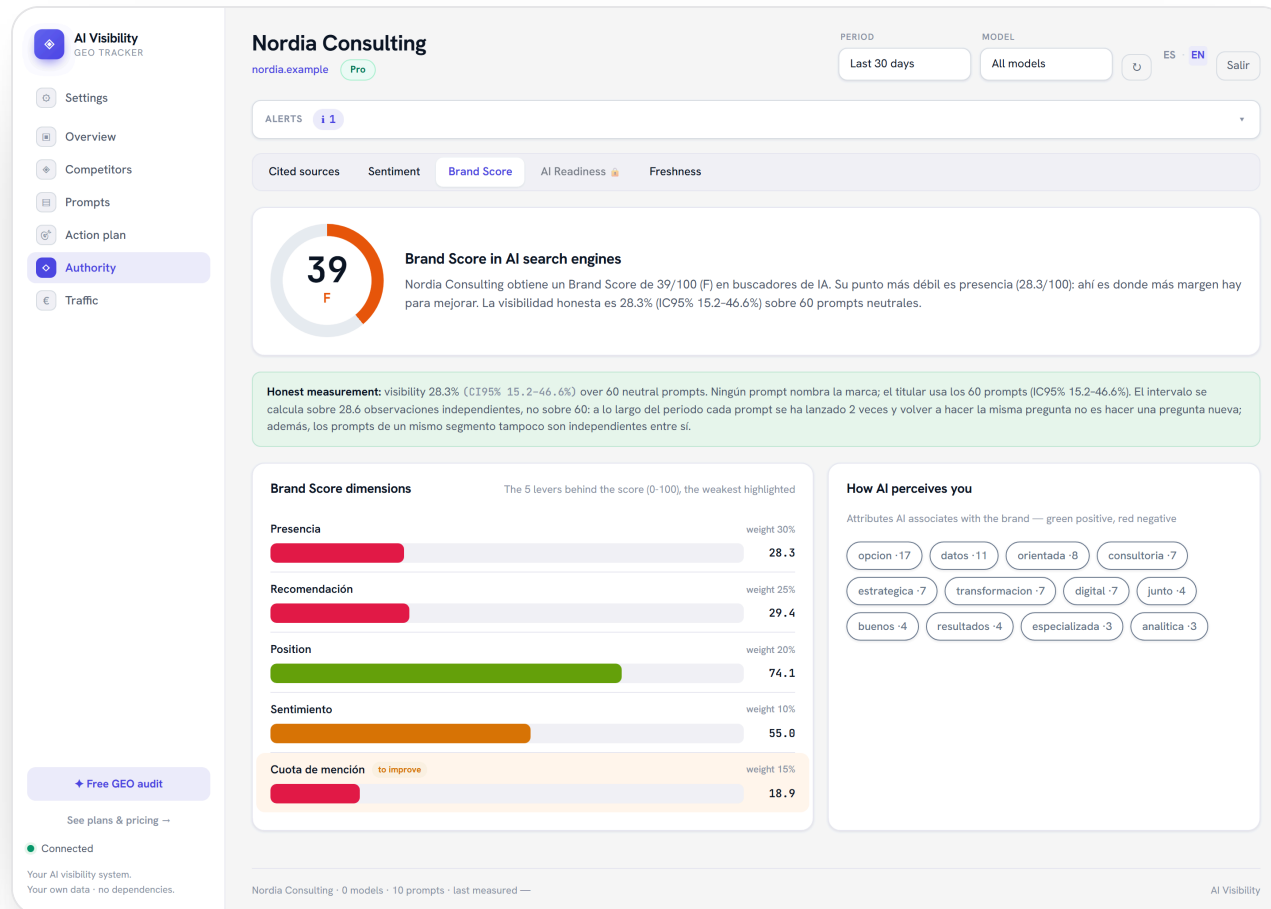
A table with every brand competing for the same questions — yours included — across three columns: SOA, Visibility Index, and mention count. One glance tells you whether Nordia is in the leading pack or whether two or three rivals are taking almost all of the AI's recommendations. **Why it matters:** competition for AI attention is zero-sum. If a rival's SOA climbs, someone else's falls. This table tells you who you're actually competing against — which isn't always who you compete against in Google Ads.

Engine by engine



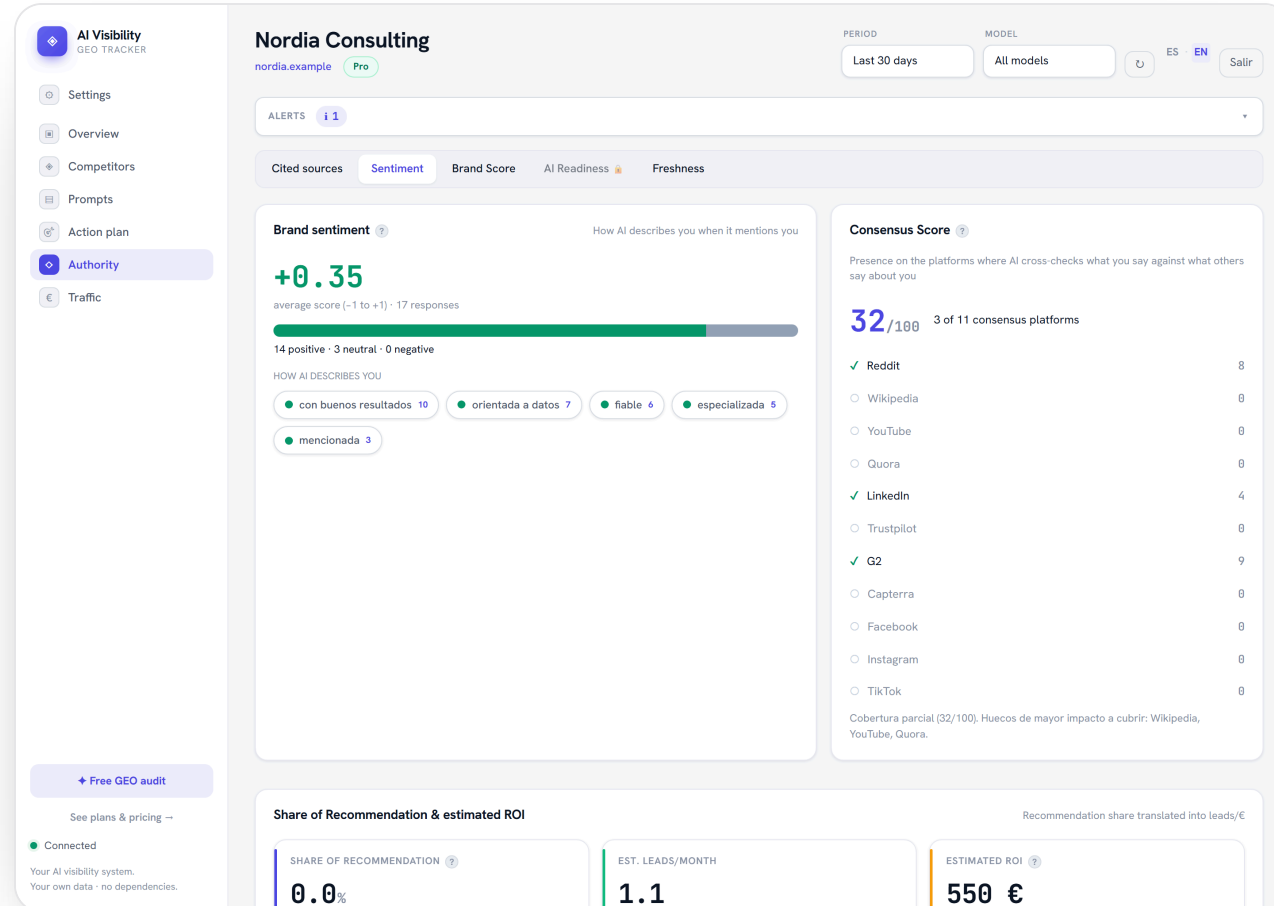
The same SOA, broken down by AI engine. It's common for a brand to perform well on Perplexity and be invisible on ChatGPT, or the reverse — each engine has its own logic for deciding who to cite. **Why it matters:** before you invest effort, you should know which engine has the most room to move instead of treating "AI" as one monolithic channel.

Your brand score, according to AI



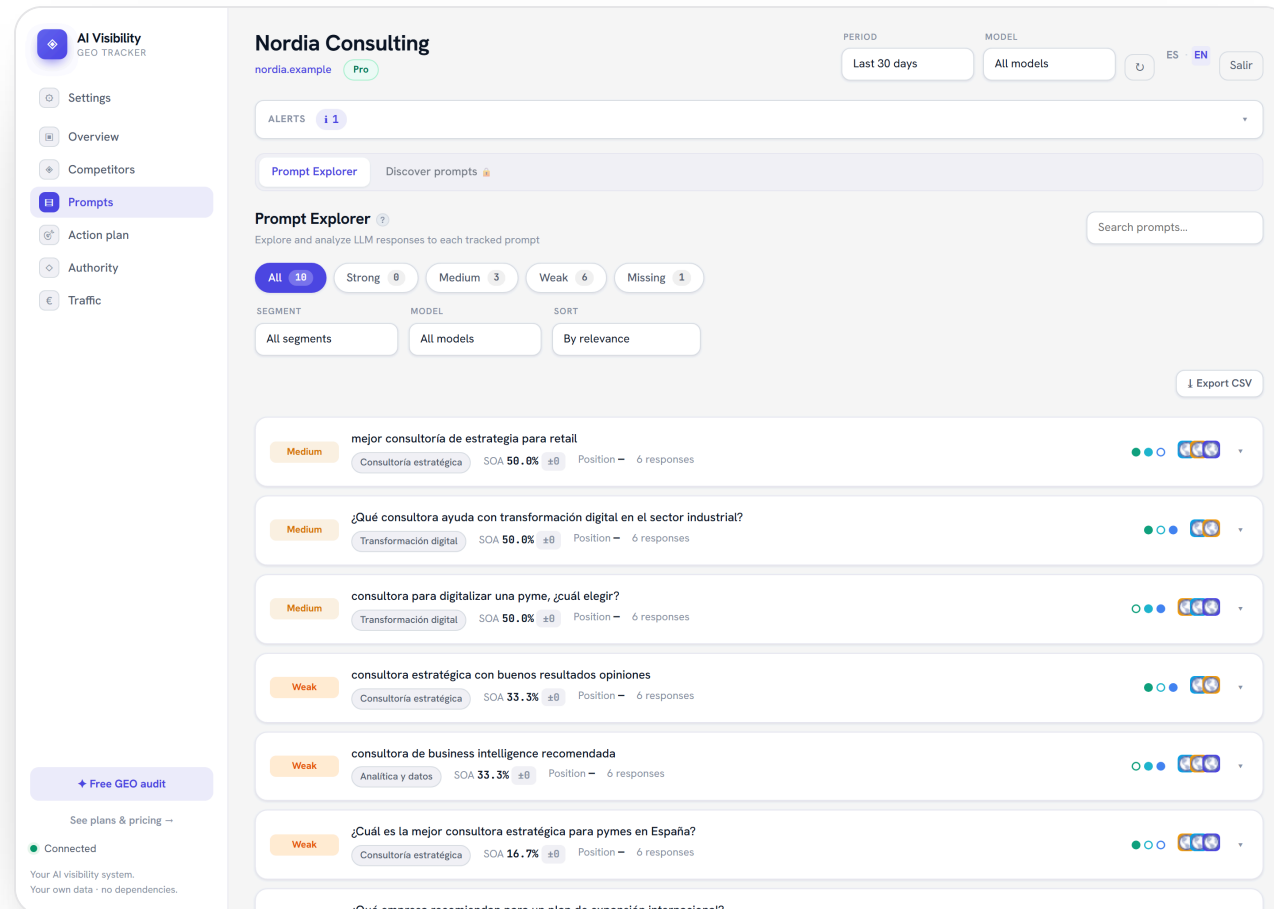
A **Brand Score from 0 to 100** that rolls up, in a single number, how the AI positions you against the rest of your industry, with the breakdown by dimension behind it (visibility, authority, recommendation, sentiment, source presence) and a plain-language narrative of what's helping or hurting you most. **Why it matters:** it's the number you hand to an executive without first explaining what an SOA or a confidence interval is. One score, with context.

What AI actually says about you



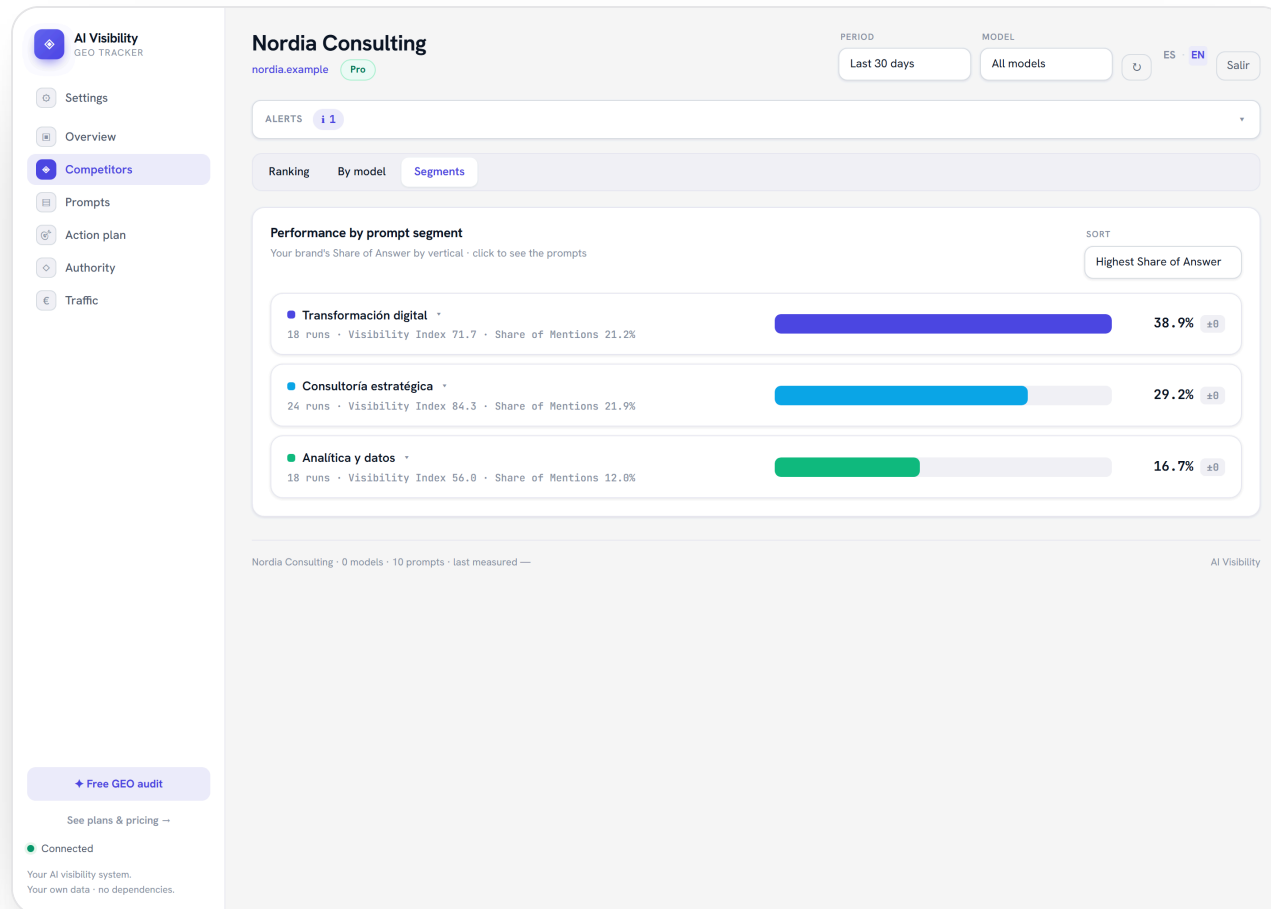
Not just **whether** you're mentioned, but **how**: what attributes the AI associates with you (trustworthy, expensive, specialized, generalist...) and what level of authority it perceives. Two brands with identical SOA can be getting very different treatment in the actual response text. **Why it matters:** showing up isn't enough if you show up mischaracterized. This tells you when the story needs fixing, not just the volume of mentions.

The real answer, prompt by prompt



The **Prompt Explorer**: every one of your ~90 industry questions, with the literal response each AI gave, your brand highlighted wherever it appears, and a clear status — strong, moderate, weak, or absent. Filter by engine, by competitor, or by segment and read exactly what the AI is telling someone who asks about your category. **Why it matters**: the numbers summarize, but this is the proof — the exact sentence where you win or lose the recommendation.

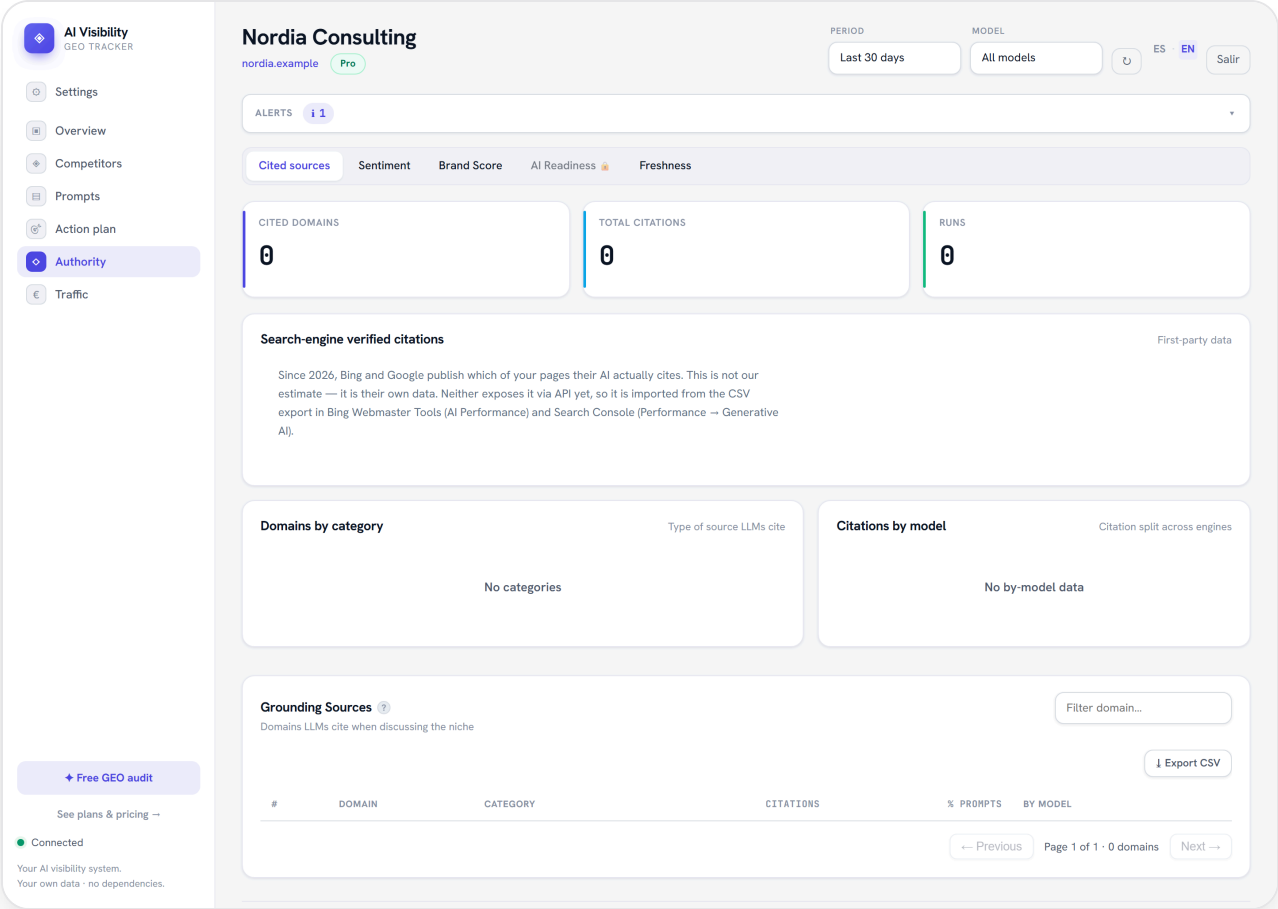
Performance by business vertical



The same SOA, split by business vertical: not every service line competes equally in AI answers. You can be strong in one vertical and invisible in another that generates more revenue. **Why it matters:** it tells you where to focus effort first — not every part of your offering needs the same attention at the same time.

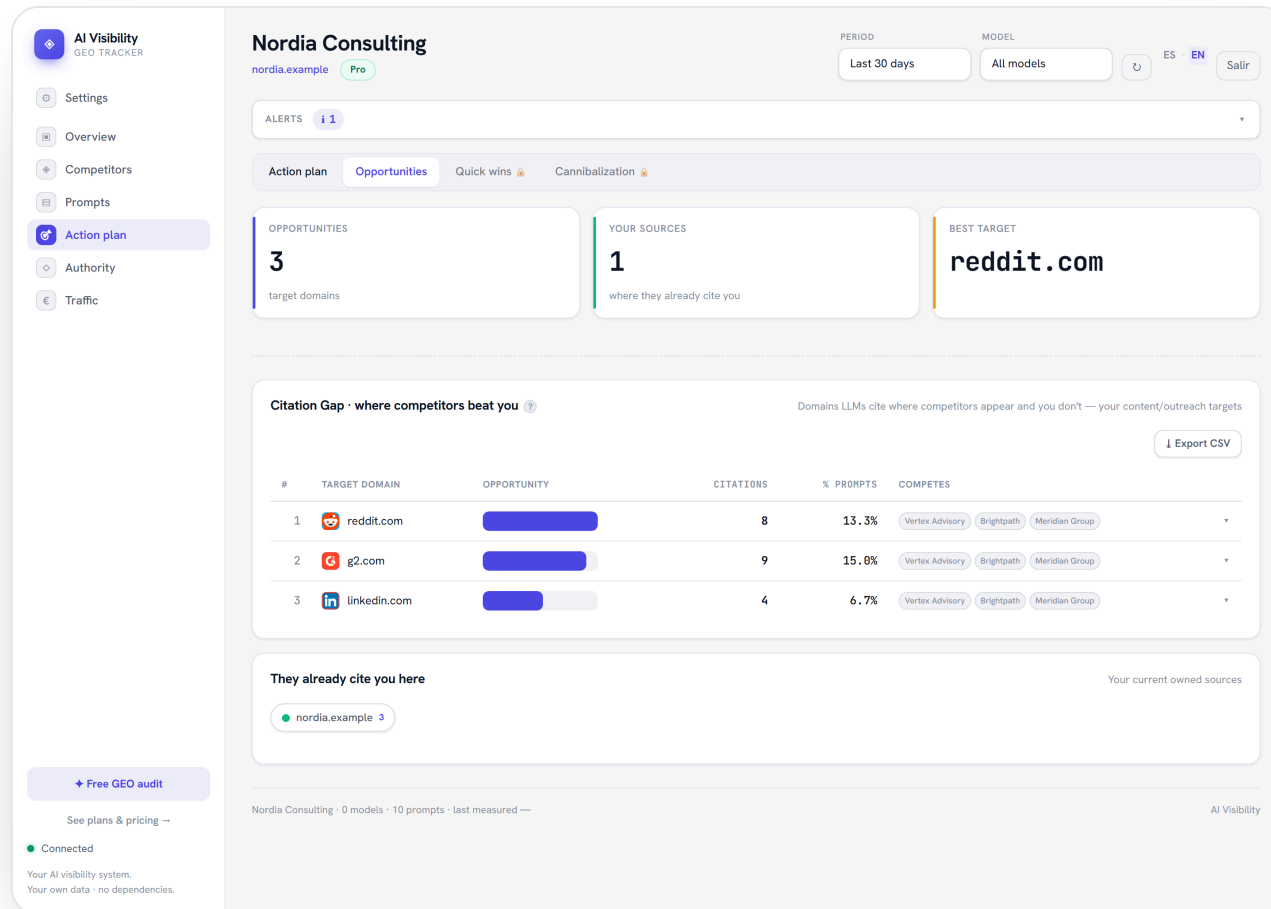
DASHBOARD VIEW

Who cites you



The domains AI treats as sources when it answers questions about your industry — press, directories, comparison sites, forums. Seeing what cites you versus what cites your competitors tells you exactly where presence is worth building. **Why it matters:** AI citations don't come from nowhere — they come from specific sources. This view tells you which ones.

Where you're losing citations



The **Citation Gap**: domains the AI cites when it talks about your competitors, and never cites when it could be talking about you. These are concrete gaps — a directory, a publication, a comparison page — where a competitor has presence and you don't. **Why it matters**: it tells you exactly where your next citation could come from, instead of a vague mandate to "make more content."

THE HEART OF THE SYSTEM

The action plan that runs itself — and proves it worked

This is the core of the system. **Autopilot** pulls together every signal above — citation gaps, prompts where you're missing, pages losing freshness, your own content cannibalizing itself — and ranks them into one prioritized list by **impact**, with your **niche percentile** (are you ahead of or behind the norm for your industry?) and an estimated **ROI in dollars**.

What you get every week

This isn't a report you read once and file away. It's a live dashboard you check in two minutes every Monday to know whether you're gaining ground in the conversation AI is having about your industry — and whether last week's work has already turned into a new citation.

- ✓ Fresh measurement across your ~90 industry questions, on multiple AI engines, each one measured 3 times.
- ✓ This week's SOA with its confidence interval — a number with a declared margin of error, not an estimate.
- ✓ The updated Autopilot list: what to do this week, and which past actions already paid off, with the date each citation was won.
- ✓ An alert if anything moves sharply: up, down, or the AI starts saying something that doesn't match your business reality.

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Ready to boost your AI visibility?

Want to see where your brand stands right now? Request a free AI visibility audit — in under a day we'll tell you whether you show up, whether you're recommended, and where the first gap to close is.

FREE AUDIT