

AI Visibility Report: Example Engineering Ltd

Prepared for: The Managing Director, Example Engineering Ltd

Subject: How Example Engineering shows up when buyers ask AI about commercial ventilation, and what to do about it

Date: Sample edition

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A note on this sample. This is a genuine AA2 AI Visibility Report with the client anonymised. Example Engineering Ltd is a fictional company, and every company name, query result and website finding on these pages has been fictionalised to protect the client it was built for. The structure, the method, the scoring and the fix-list format are exactly what a paying client receives. A full report runs 20 to 27 pages; this sample is the representative extract.

A note on method and honesty. Every visibility finding in a live report comes from running real buyer questions through web-grounded AI search, the same kind of grounding that sits behind ChatGPT search, Google AI Overviews, Perplexity and Copilot, with a second search engine used to confirm the core results. Where something is an inference rather than a verified fact, it is flagged as such. Nothing is invented.

1. The Quick Read

If you read nothing else, read this.

Where Example Engineering stands. Example Engineering is an established, technically credible ventilation specialist with a strong regional reputation and twenty years of installations behind it. Its guides on heat recovery and ductwork compliance are genuinely useful. The problem is not capability and it is not content quality. The problem is that when

a facilities manager or M&E consultant asks an AI assistant the questions that actually build a shortlist, Example Engineering is usually not in the answer.

The single biggest opportunity. Nobody in this market owns the comparison questions. When a specifier asks which ventilation approach suits a commercial office refurbishment, the AI returns domestic consumer sites, not a commercial authority. That answer is sitting unclaimed, and it matches Example Engineering's strongest asset: clear, specification-grade explanation.

The single biggest risk. Buyers increasingly open an AI assistant before they open a directory. Whoever the AI names gets the first conversation, and the first conversation usually decides the tender list. On the shortlist questions in this test, the AI named Halcyon Air Systems, Braddock Ventilation and VentServe UK. It did not name Example Engineering once.

The one-line verdict. Example Engineering is not simply invisible; it is present where it already has strong content and absent where the high-intent shortlist questions are asked. That is a fixable visibility gap, not a broken market position.

2. The AI Visibility Test

How this was tested

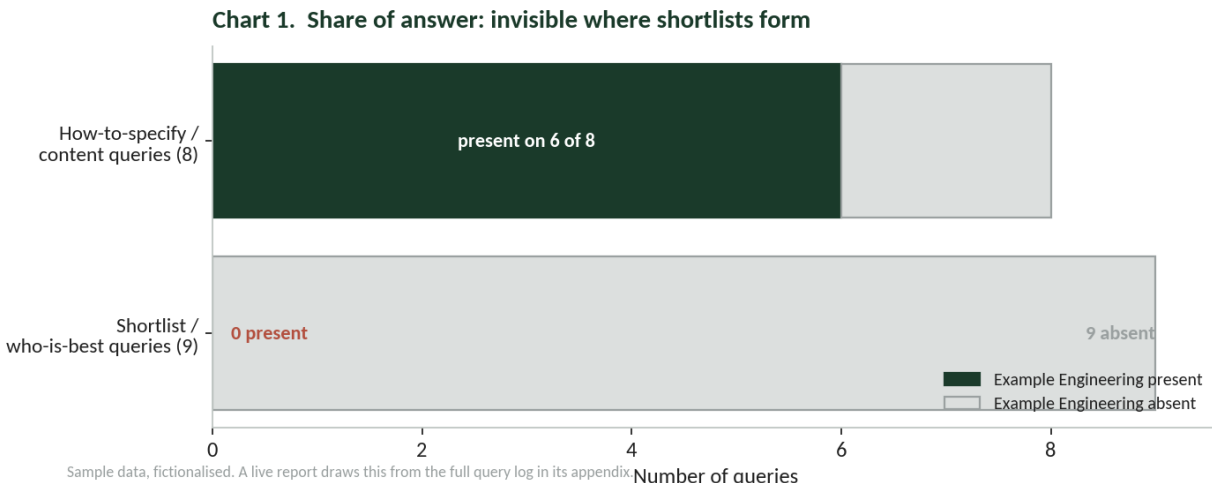
A set of 17 questions was built in the language a real UK buyer or specifier would use, spanning shortlist phrasing (best, who supplies, which company) and content phrasing (how to specify, what the regulations require). Each was run through web-grounded AI search, and the two most important category questions were re-run through a second independent search engine to confirm the result was not a quirk of one tool. It was not.

This is deliberately not the same as asking an AI model with no live search. Ungrounded answers reflect old training data, not what a buyer sees today. The full question-by-question log appears in the appendix of every live report.

The visibility score

The score weights the nine shortlist queries at twice the value of the eight content queries, because shortlist queries are the ones that produce enquiries.

Example Engineering scores 23 out of 100. Present on 0 of 9 shortlist queries, present on 6 of 8 content queries.



The headline finding

The visibility splits cleanly, and the split is the whole story.

When the buyer asks who is best, Example Engineering is absent. Across the nine high-intent shortlist questions, the ones that actually build a buying list, Example Engineering did not appear once. These include best commercial ventilation company UK, commercial air handling unit suppliers UK, and ventilation contractors for schools and healthcare. On every one, the AI introduced the buyer to a competitor instead.

When the buyer asks how or why, Example Engineering is present, sometimes strongly. It appeared on six of the eight content questions, twice at the top of the answer: its Part F explainer and its TR19 ductwork cleaning guide both led their answers. On these questions it co-owns the answer with the same competitors who beat it on the shortlist.

Put plainly: Example Engineering is visible when someone wants to understand the problem, and invisible when someone wants to choose a supplier. The second moment is the one that converts.

Chart 2. Query coverage: where Example Engineering shows up

Buyer question	Intent	Result
best commercial ventilation company UK	Shortlist	Absent
commercial air handling unit suppliers UK	Shortlist	Absent
commercial kitchen ventilation installers UK	Shortlist	Absent
ventilation contractors for offices UK	Shortlist	Absent
who installs heat recovery ventilation (commercial)	Shortlist	Absent
air handling unit replacement contractors UK	Shortlist	Absent
commercial ventilation maintenance companies UK	Shortlist	Absent
ventilation contractor for schools and healthcare	Sector / shortlist	Absent
which ventilation approach for an office refurb	Comparison (open gap)	Absent
how to specify ventilation for a commercial office	Content	Present
Part F commercial ventilation requirements	Content	Present
TR19 ductwork cleaning requirements	Content	Present
heat recovery ventilation explained (commercial)	Content	Present
demand-controlled ventilation explained	Content	Present
ventilation maintenance schedule (commercial)	Content	Present
indoor air quality standards, UK workplaces	Content	Absent
commercial ventilation upgrade options	Content	Absent

Sample data, fictionalised. High-intent absences sorted to the top.

Two specific gaps worth calling out

The supplier-shortlist gap is the expensive one. A facilities manager who asks an AI assistant who installs heat recovery ventilation for commercial buildings is building a tender list. Not being on it means no enquiry, no site visit, no chance to quote. This is the gap with direct commercial cost.

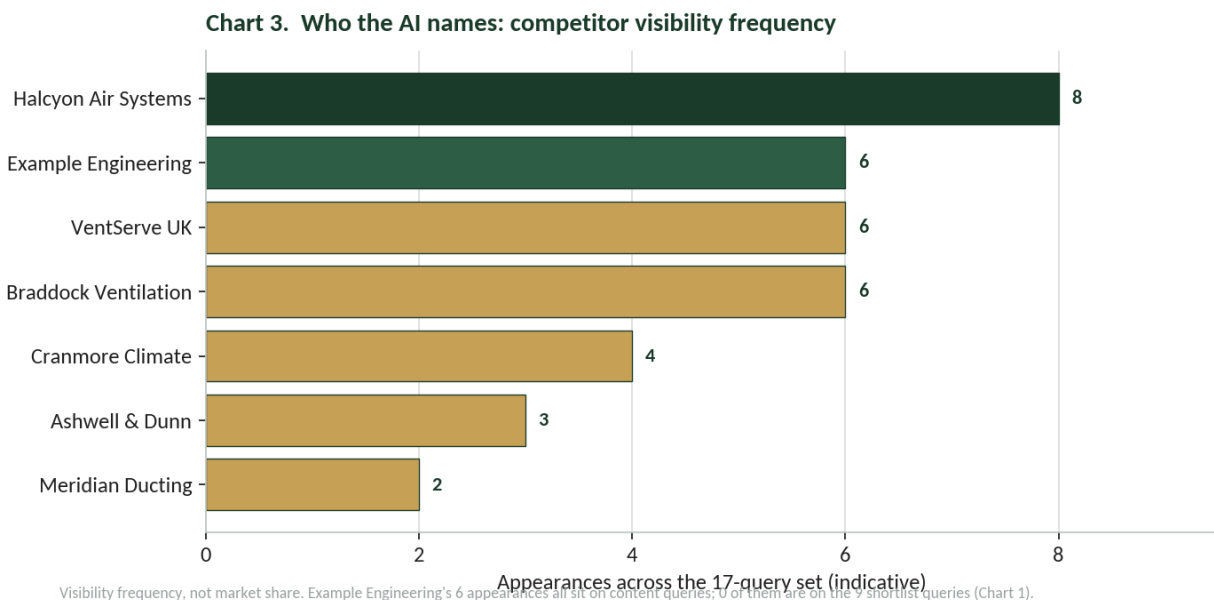
The comparison gap is the open opportunity. When asked which ventilation approach to specify for an office refurbishment, grounded AI returned only domestic consumer sites. No commercial authority owns that answer, not Example Engineering and not its competitors. Whoever publishes the definitive commercial comparison will own a question nobody currently owns.

3. Who the AI Recommends Instead

The competitors below were discovered by running the query set and recording which names recur, not by taking anyone's word for who matters. The picture is a clear top tier of digitally visible firms and a long tail of specialists.

- **Halcyon Air Systems** appears more often than anyone else, across nearly every category query. Its strength is structural: a large, well-organised web estate with strong service pages. It did not win this with any special AI tactic.
- **Braddock Ventilation** is the clearest example of content driving visibility: a large knowledge hub, sector case studies and genuinely useful explainers that the AI keeps citing. Its playbook is content and consistency, which is a playbook Example Engineering can copy.
- **VentServe UK** punches above its brand weight through sheer service-page breadth. It appears at or near the top of most installer queries. The useful lesson: these queries are winnable on page quality, not just brand size.
- **Cranmore Climate, Ashwell & Dunn and Meridian Ducting** each appear on two to four queries, mostly where a sector or technology matches their specialism.

A confidence note: visibility frequency here measures how often each name appears across the 17-query set, not market share or revenue. Treat the rankings as a visibility league table, not a market-share table.



4. Website Diagnostic

This section is strategic; the technical detail for the web developer sits in an appendix in every live report. The audit looks at the factors that decide whether an AI assistant can read, trust and cite a page.

The good news first. The site is technically healthy in the ways that matter. It runs current WordPress, responds quickly, and carries organisation and website structured data on every page checked. The service pages have clean heading structure. The plumbing is mostly right.

The gaps that hold visibility back. Three stand out, and none is large.

- 1. The services are not described in a machine-readable way.** The service pages carry no Service structured data: no machine-readable statement that this firm designs, installs and maintains commercial ventilation, for these building types, in this region. To an AI assembling an answer to "who installs heat recovery ventilation", a page without it is far harder to surface. This is the most likely technical reason for the shortlist absence.
- 2. The best content is missing its descriptions.** Six of the ten most valuable pages, including the flagship Part F guide, have no meta description at all. That leaves the search engine and the AI to guess at the summary rather than being handed one. It is a same-day fix.
- 3. The brand entity is under-defined.** The organisation data carries a logo but no linked profiles and no structured contact point, the signals an AI uses to confirm the firm is a real, identifiable organisation.

The strategic read. This is not a broken website. It is a well-built site that is not yet speaking the machine language that makes a supplier nameable in an AI answer. The gap can be closed by addition, not by rebuild.

Chart 4. Website AI-readiness scorecard

Schema graph (Organisation, WebSite, Breadcrumb)	Good
Page speed / current WordPress	Good
Heading structure on service pages	Good
Meta descriptions on key pages	6 of 10 missing
Service schema on service pages	Missing
FAQ schema on guides	Missing
Brand entity: linked profiles + contact point	Missing

Sample data, fictionalised. A live report grounds every row in the developer appendix.

5. The Fix List

Every live report closes with this: the fixes, sequenced by impact and effort, written so the client's own developer or marketing support can act on each one. The technical how-to for each sits in the developer appendix.

Tier 1: Simple wins (days, not months)

- 1. Add Service structured data to every service page.** The single most important quick win, and the most likely reason the shortlist queries are being lost. It tells the AI, in machine language, what the firm does, where, and for whom.
- 2. Write the missing meta descriptions,** starting with the flagship guides. The best assets are currently published without telling the AI what they are about.
- 3. Complete the brand entity.** Linked profiles and a structured contact point, applied site-wide in one change.
- 4. Add FAQ structured data to the guides.** They already read as questions and expert answers; marking them up makes that content directly quotable by AI.

Tier 2: Biggest return for the effort

- 5. Build pages that answer the shortlist queries directly.** Clear statements of what the firm supplies, for which building types and sectors, backed by structured data

and linked to the guides. The competitor evidence shows these queries are winnable on page quality.

- 6. Own the comparison question nobody owns.** The definitive commercial guide to choosing a ventilation approach, written for specifiers. It is an open lane that rewards exactly this firm's expertise.
- 7. Build sector pages** pairing each key sector (schools, healthcare, offices) with the relevant service and a real reference project.

Tier 3: The strategic plays

- 8. Run a consistent content rhythm** into a structured knowledge hub. The most visible competitor is visible because it publishes steadily; each new piece is another chance to be the source an AI quotes.
- 9. Get named in the sources AI trusts** beyond the firm's own site: the trade directories, the trade press, the buyer-guide pages others publish.
- 10. Re-test quarterly.** Re-run this query set each quarter and watch the share of answer move. It turns an abstract worry into a number the business can manage.

End of sample. A full report also includes the market and regulation section for the client's sector, the complete query-by-query log, the developer appendix with the specific technical properties for each fix, full competitor profiles, and a 30-minute walkthrough call. Client, competitor and website details in this sample are fictionalised; the method, scoring and format are exactly as delivered.