EXAMPLE REPORT · FICTIONAL BRAND

Lumen & Leaf (fictional)

This is an example. The brand, its competitors and all numbers are made up to show the report format. They are not research findings about any real company.

Website	lumenandleaf.example	**Visibility score**	**30/100**
Category	Premium loose-leaf tea, sold online in the UK and EU		
Competitors	Kettle House, Morrow Tea Co., Blue Fern Teas (all fictional)		

Questions we asked each engine

1. What are the best premium loose-leaf tea brands to buy online?
2. Where can I buy high-quality loose-leaf green tea in the UK?
3. Recommend a sustainable tea brand for gifting
4. Lumen & Leaf vs Kettle House: which is better?
5. Is Lumen & Leaf tea any good?

Visibility by engine

Engine	Brand mentioned	Site cited	Recommended most often
ChatGPT	1 of 5	0 of 5	Kettle House
Gemini	2 of 5	1 of 5	Morrow Tea Co.
Perplexity	2 of 5	2 of 5	Kettle House
Google AI Overviews	1 of 5	1 of 5	Blue Fern Teas

What we found

- The brand appears mainly when it is named in the question. In open category questions, competitors are recommended instead.
- Competitors are cited from third-party gift guides and comparison articles that do not list Lumen & Leaf.
- The product pages have no clear, quotable answer to "what makes this tea different", so engines describe the brand vaguely.

3 prioritised fixes

1. Earn places in the lists engines already cite. Pitch the 5–8 gift guides and "best of" articles cited for category prompts, with samples and a clear one-line positioning.

2. Add answer-first content to key pages. Add a short FAQ and comparison block to the home and best-seller pages: origin, grade, price per cup, sustainability facts, with structured data.

3. Make the brand's facts consistent everywhere. Align the description across the site, marketplaces, social profiles and business listings, so engines see one consistent entity.

Next step

Want help with these fixes? Start a free 7-day trial at **ninedigital.co/trial**. Get your own free check at **ninedigital.co/ai-visibility-check**.

AI answers vary by session, location and time. This report is a snapshot taken on the date of the check, not a guarantee of future results.