

AI FINDABILITY REPORT

Sample Company

sample.example

34 /100

● ↗ GETTING STARTED

Content Quality		30
Online Presence		32
Technical Access		55
AI Visibility		32

EXECUTIVE SUMMARY

Sample Company scores 34/100 on AI findability. The technical foundation is reasonably solid (HTTPS, robots.txt, sitemap), but the content remains too thin and insufficiently citable for AI engines. Concrete figures, FAQ content and social proof are largely missing. Online presence is moderate: a Trustpilot profile and a Facebook page are present, but Wikipedia/Wikidata are missing and the number of external mentions remains low. In the blind AI test the company is mentioned in 7 of the 21 answers — mostly by Gemini.

● Content Quality	p.2	● Online Presence	p.3
● Technical Access	p.4	● AI Visibility	p.5
● Competitors	p.6		

SAMPLE REPORT

This is a sample report with fictitious data, designed to demonstrate the Clareo report format. None of the scores, narratives, or findings shown relate to a real business. Run your own analysis at [clareo.be](#) for real findings about your business.



Content depth

MODERATE

6/15

1840 words — thin content.

AI engines need information-dense content to confidently recommend your business. Research shows 82.5% of pages cited by AI contain deep, substantial content. We measure the total word count across your crawled pages, how many pages are substantial, and whether your website covers the 7 topics AI expects to find for your industry.

- 1 Aim for 800–1,200 words on key service pages — describe what, how, why, and for whom
- 2 Add detailed project descriptions, case studies, or process explanations
- 3 Each page should thoroughly cover its topic, not just skim the surface

● Kitchen renovation

1

● Prices & quotes

0/1

● 1840 words

4/8

● Bathroom renovation

0/1

● 1 substantial pages (goal: 2)

1/4

AI ANALYSIS

Sample Company contains only 1,840 words across 5 pages — well below the 3,000 words AI engines consider substantial. Only 1 page reaches the substantial-content threshold, while AI engines typically skip pages with fewer than 300 words. Add a dedicated page per service with at least 400 words and concrete examples to become visible in generated answers.

Get the full report

This sample shows 1 of 12 content quality checks. Your own report includes every check plus personalized recommendations tailored to your business.

Examples of other checks in this group: Statistics & numbers · FAQ section & Q&A structure · Content freshness

Run your free analysis at clareo.be



Web Visibility (Google ranking)

MODERATE

6/15

Your Google ranking for your own brand name directly affects how AI describes you. If your website ranks #1 for your business name, AI uses YOUR content to describe you. If competitors or directories rank higher, AI may describe you using THEIR words instead. Controlling your brand narrative starts with owning your search results.

- 1 Search your business name in Google — your website should be the #1 result
- 2 If directories outrank you, strengthen your homepage title and meta description
- 3 Submit your site to Google Search Console and request indexing

TOP RESULTS

- | | | |
|----|-----------------------------------|-------------------|
| 1. | Sample Company – Official website | sample.example |
| 4. | Sample Company on Bedrijven.be | bedrijven.example |
| 8. | Sample Company review | reviews.example |

AI ANALYSIS

Sample Company appears at position 4 for its own brand name and at position 8 in a review listing, but is not on page 1 for generic industry search terms. AI engines that consult Google results typically index the top 5 — ranking outside that zone means structural exclusion from AI answers to industry questions. Invest in local SEO for at least 3 industry-specific search terms.

Get the full report

This sample shows 1 of 13 online presence checks. Your own report includes every check plus personalized recommendations tailored to your business.

Examples of other checks in this group: Trustpilot reviews · Wikipedia & Wikidata · LinkedIn company page

Run your free analysis at [clareo.be](#)



Server-side rendered content

MODERATE

9/12

HTML contains 8400 chars, 12 headings — partially readable by AI crawlers

When an AI crawler visits your website, it downloads the HTML and reads it — but it does NOT run JavaScript. If your site loads content via JavaScript (React, Vue, Angular), AI crawlers see an empty page. Your content must be in the initial HTML that the server sends.

- 1 If using React/Vue/Angular, enable server-side rendering (SSR) or static generation (SSG)
- 2 Test by viewing your page source (Ctrl+U) — if content is missing, AI can't see it
- 3 Ensure key text and headings appear in the raw HTML

● Headings in HTML (12)	3
● Body text (8400 chars)	5/6
● Schema markup in HTML	1/3

AI ANALYSIS

Sample Company scores 9/12 on server-side rendering: the schema signal earns only 1/3 points. When JSON-LD is not available server-side, some AI crawlers fail to index the metadata correctly. Verify that all JSON-LD is present in the initially rendered HTML and is not injected only after JavaScript execution.

Get the full report

This sample shows 1 of 12 technical access checks. Your own report includes every check plus personalized recommendations tailored to your business.

Examples of other checks in this group: Page speed & mobile · robots.txt for AI bots · SSL/HTTPS configuration

Run your free analysis at [clareo.be](#)

KEY FINDING

Across 21 blind AI questions, Sample Company was mentioned 7 times (3× Gemini, 2× ChatGPT, 2× Perplexity). The most frequently mentioned competitor (Competitor 1) appeared 14 times. The gap is significant but bridgeable — especially on the 5 questions with high purchase intent.

Get the full report

A real AI test asks 7 questions to ChatGPT, Gemini, and Perplexity and shows whether your business is mentioned for each one. Run your own analysis for the full picture.

Examples of other checks in this group: Questions about your core activity · Questions about local providers · Questions about price and offering

Run your free analysis at clareo.be

Chapter 05

Competitors

Businesses that AI engines recommend in your sector

Sample Company *(your business)*

1

#	COMPETITORS	MENTIONS
1.	Competitor 1	17
2.	Competitor 2	8
3.	Competitor 3	8
4.	Competitor 4	7
5.	Competitor 6	7
6.	Competitor 7	7
7.	Competitor 5	6
8.	Competitor 8	5
9.	Competitor 9	4

Your business was mentioned 1 times by AI engines. The most mentioned competitor (Competitor 1) was mentioned 17 times.