Is Example Business visible in AI search?

client-website.co.uk · ChatGPT (UK English) · 20 November 2026

Tracked daily via 4D's AI-search monitoring (ChatGPT with web search, UK English) - 7-day average, 14-20 November 2026. A real client report with the business, competitor and people's names removed and the sector changed.



AI VISIBILITY SCORE · CHATGPT

Emerging TRACKED (7-DAY AVG)

How often ChatGPT cites and recommends Example Business when people ask about your products and area – scored across citation, recommendation and prominence. The wider picture across the other AI assistants is shown below.

62%	60%	13
Cited as a source in AI answers	Named in the recommendation	AI search prompts checked

What AI actually said

Named the #1 recommendation of six agencies, and cited as a source

"[The business] - My top pick for small businesses. An established UK agency with a senior design team and strong client reviews. WordPress builds, SEO and ongoing support under one roof. Clear process and typical turnaround of six to eight weeks. Best for: small businesses wanting a long-term partner rather than a one-off build."

Where you stand against competitors

For *"What are the best web design agencies for small businesses in the UK?"*, here are the businesses AI named, in order:

1 **Example Business** YOU | 2 Competitor C | 3 Competitor A | 4 Competitor B | 5 Competitor D | 6 Competitor E

Prompt-by-prompt

WHEN SOMEONE ASKS AI...	YOUR SITE CITED	NAMED IN ANSWER
I run a small business in the South West. Which web design agencies near me build WordPress sites?	✓ #1 of 12	✓
What are the best web design agencies for small businesses in the UK?	✓ #4 of 12	✓
Where can I get a WordPress website redesigned for a professional services firm in the UK?	✓ #1 of 7	✓
Which UK web design agencies are Google Partners or hold recognised accreditations?	✓ #2 of 19	✓
Which UK agencies offer web design and SEO as one package for small businesses?	✓ #4 of 10	✓
How do I move my website from Wix or Squarespace to WordPress with an agency?	✓ #4 of 8	✓
Which UK web design agencies include accessibility (WCAG) in their builds?	✓ #8 of 13	✓
Who can build an e-commerce website for a small retailer in the UK?	–	–
Can I outsource my website maintenance and updates to a UK agency?	–	–
Do I need an agency to redesign my website, or can I do it myself?	–	–
Can I speak directly to the designer working on my website?	–	–
How much does a small business website cost in the UK?	–	–

“Cited” = your website appears among the sources the AI used (and at which position). “Named” = your business is named in the written recommendation.

INCLUDED ON OUR SEO & DIGITAL MARKETING PLANS

Across all the AI assistants

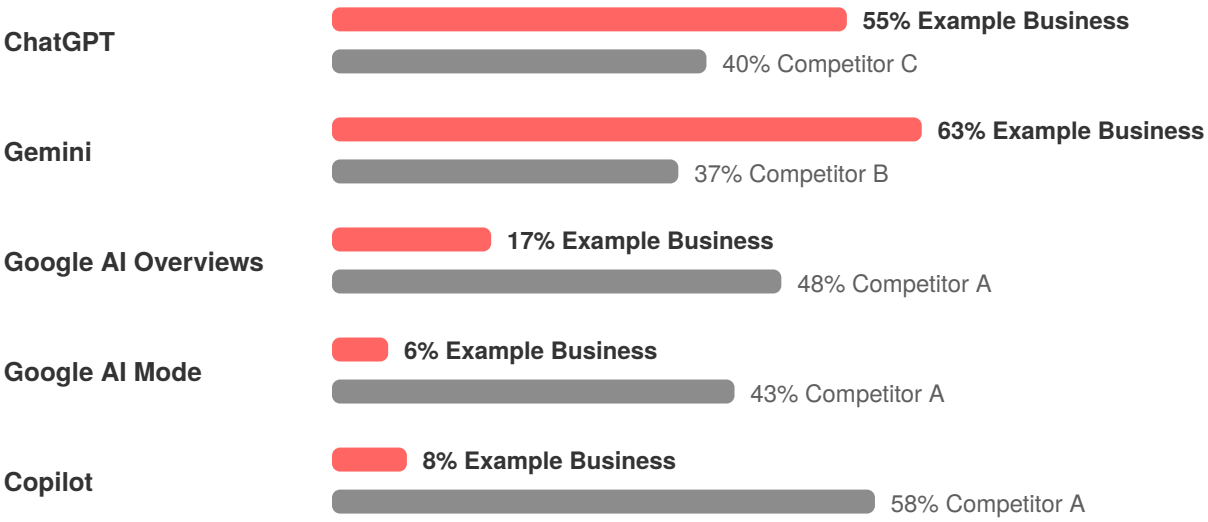
The sections from here on come from our wider all-assistant tracking, which is included on our SEO & Digital Marketing plans. The AI Visibility package covers ChatGPT and Google's AI answers.

A wider set of 36 questions, checked daily across 5 AI assistants – ChatGPT, Google's AI Overviews and AI Mode, Gemini and Copilot (14-20 Nov 2026). This is shown alongside the headline score, not merged into it.

30%	#3	36
of answers name Example Business	of all providers named	questions tracked daily

Assistant by assistant

How often each AI assistant names Example Business, against the strongest competitor on that assistant.



What this means: The business leads on ChatGPT and Gemini, but Competitor A is well ahead in Google's AI answers and Copilot. Google's AI leans on pages that already rank well in Google, so that is where the SEO work pays off.

Who AI recommends

Share of all answers that name each provider, across every question and assistant.

#	PROVIDER	NAMED IN	AVG. POSITION WHEN NAMED
1	Competitor A	44%	3.4
2	Competitor B	31%	4.7
3	**Example Business (you)**	**30%**	**2.8**
4	Competitor C	16%	4.9
5	Competitor D	11%	6.6

When AI does name the business, it puts it nearer the top of its list than any competitor.

Where you show up, by topic

Finding a web design agency

41%

Competitor A 51% - Competitor B 42%

Close behind

Web design for specific projects

32%

Competitor A 51% - Competitor B 34%

Behind

Cost and accreditation

2%

Competitor A 23% - Competitor B 6%

Open opportunity

What this means: Questions about cost and accreditation are where Competitor A pulls ahead, helped by its published pricing. A clear pricing page and a plain-English guide to what a website should cost are the most direct way to change that.

Where AI gets its answers

The websites AI assistants cite most often when answering these questions – the pages shaping what AI says about your market.

WEBSITE	TYPE	ANSWERS CITING IT
Competitor A's website	Competitor	881
Competitor B's website	Competitor	445
The business's own website	**You**	**341**
Competitor C's website	Competitor	332
Another provider's website	Agency	269
Another provider's website	Agency	187
An industry information site	Reference	178

What this means: The business's site is the third most-cited source. Competitor A's is cited more than twice as often, largely from its pricing and how-to pages - content the business doesn't yet have.

How AI describes you



42% positive **58%** neutral **0%** negative

No negative descriptions at all. Most answers describe the business factually; reviews and case studies are what tip more of them to positive.

When someone asks AI about you by name

A separate check: when a referral or returning customer already knows your name, can AI describe you accurately and point to your site? This is **not** part of the score above – it measures reputation, not discovery.

WHEN SOMEONE ASKS AI...	WHAT AI DOES
Is [the business] a good web design agency?	✔ AI describes the business accurately and positively: its reviews, its specialist team and the range of services it offers. It also flags one inconsistency between an older directory listing and the current website - the kind of detail worth fixing.

What this means & what's next

You're appearing, but inconsistently. The opportunity is to **turn presence into recommendation**: strengthen the pages and signals behind the queries where you're cited but not named, and close the gaps on the prompts where competitors appear and you don't.

Prepared by 4D Digital. Based on live AI search tracking across the prompts above. AI answers change over time; this is a snapshot taken on 20 November 2026. Web Design & Digital Marketing, Corsham, Wiltshire.