

Competitor AI Visibility Gap Finder

Specifically who gets named when AI platforms are asked — side by side against one real rival.

This is narrower than a general competitor comparison — it's purely about AI visibility. Pick one real, specific competitor, and work through exactly where they're being named by AI tools and you aren't.

Prompt	You named? (Y/N)	[Competitor] named? (Y/N)	Notes
Best estate agent in [town]			
Compare estate agents in [town]			
Who should I use to sell my house in [town]?			
Recommend a letting agent in [town]			
[Your service, e.g. HMO management] in [town]			
Is [competitor name] a good estate agent?			

What to do with this

- [] If they're named and you aren't on the same prompt, check what they have that you don't — usually more comprehensive content, more reviews, or better schema markup
- [] If neither of you are named, that's an open opportunity — whoever fixes their AI visibility first tends to hold the advantage for a while
- [] Redo this every 1-2 months alongside the AI Recommendation Test Script — AI visibility can shift faster than traditional search rankings