ANONYMISED SAMPLE · REAL DATA FROM 24 OCT 2026

AI Visibility Scorecard

Agent B · an Edinburgh estate agency (name, area and address removed)

Prepared by Mention Harbour
Checked 24 Oct 2026 · Anonymised sample

HEADLINE AI VISIBILITY SCORE

45/100

Likely range: **35–59**

8 home buying/selling questions across Edinburgh areas, each asked twice in ChatGPT and Google AI Mode (32 answers). **On own-area and city-wide questions you were named in 8 of 12 answers.** The score weighs how often and how high you're named, plus own-site citations. Moves under ~10 points are noise. Other assistants weren't measurable free.

SHARE OF VOICE VS 3 LOCAL AGENTS

Agent	Share of AI mentions	%
Agent B		**28%**
Competitor 1		47%
Competitor 2		16%
Competitor 3		9%

Share = your mentions ÷ all mentions of these four agents across the same 32 answers. Range: 16–45%.

WHICH AI ASSISTANTS MENTION YOU

Assistant	Mentions you?	Answers naming you	What it said / who it named instead
ChatGPT	Yes	4 of 16	2nd (behind Competitor 3) in both own-area answers; also in both buyer city-wide answers. Your website cited every time.
Google AI Overview / AI Mode	Yes	5 of 16	**1st** in both own-area answers (Competitor 1 2nd); also in both 'best prices' answers and one answer about another area. Own site cited in 2 of 5.
Gemini	Not measurable free	–	Logged-out Gemini returned an error, so it couldn't be tested free.
Perplexity	Not measurable free	–	Required sign-in, so not yet measured.
Claude	Not measurable free	–	Not tested free. Note your site currently blocks Claude's crawler.
Microsoft Copilot	Not measurable free	–	Required sign-in.

THE BASICS: CAN AI ASSISTANTS FIND, READ AND TRUST YOU?

	Check	What we found
🔴	AI crawlers allowed (robots.txt & firewall)	Homepage returned "access denied" (403) to the ChatGPT (GPTBot) and Claude (ClaudeBot) crawlers in our test, which looks like Cloudflare AI-bot blocking. robots.txt blocks them too. ChatGPT's *search* bot is still allowed.
🔴	Estate-agent schema (RealEstateAgent / LocalBusiness)	Only basic Organization/WebSite markup: no RealEstateAgent/LocalBusiness, address or hours.
🟡	llms.txt summary file	None found. It's optional and unproven, but cheap to add.
🟡	Google Business Profile & reviews	Appears to exist: 5.0★ from about 8–10 reviews (via a third-party copy of Google data; not checked on Maps). Low volume.
⚪	Bing Places & Apple Maps	Unverified: needs a manual check in Bing Maps and Apple Maps.
🔴	ESPC, Rightmove & Zoopla listings consistent	Two portals show the correct address. **A third portal's branch page shows 0 properties and a different street number.**
🔴	Review sites (allAgents, Trustpilot)	allAgents 2.6/5 from 5 reviews; Trustpilot 0 reviews. Assistants draw on both.

🟢 good 🟡 worth improving 🔴 likely holding you back ⚪ not checked / unverified

TOP 3 FIXES

1. **Let the AI assistants in** – Review the Cloudflare AI-bot setting. You can keep blocking AI *training* while allowing the crawlers behind ChatGPT and Claude answers. It takes about 15 minutes in the dashboard.
2. **Make your details match everywhere** – Correct the portal branch page's address and stock, then check Google, Bing and Apple Maps against your website so assistants see one consistent branch.
3. **Tell machines you're an estate agent** – Add RealEstateAgent markup for each branch (address, phone, hours, areas served, review rating), and ask recent sellers for reviews on Google and allAgents, to close the gap on Competitor 1.

Want the full picture?
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Please read: No one can guarantee rankings or mentions in AI assistants. Their answers vary from day to day, between users and by location, and change whenever the models are updated. This is a snapshot from a small sample, so treat the score as a range, not a precise number. The basics checks use public pages only, and anything we couldn't confirm is marked "unverified" rather than guessed. Not affiliated with ESPC, Rightmove, Zoopla, Google, OpenAI, Anthropic, Microsoft or Perplexity.