

Acme Industries

acme-industries.example | B2B industrial software

“ AI is naming the market without naming you.

Thomas Howcroft TOMHOW | AI SEARCH LAB

6%

CITATION SHARE

3 of 50 handled AI evidence rows

■ SRC-ATLAS-001

84

COMPETITOR MENTIONS

Same prompt set, same period

4

PRIORITY ACTIONS

Bands, owners, ETA on page 08

PERIOD

2026-05-01 to 2026-05-31

PREPARED

2026-06-01

STATUS

public sample fabricated

FILED BY

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> COMMERCIAL DIAGNOSIS

The finding, the risk, and what is worth paying for.

■ BOTTOM LINE

84 competitor mentions. 3 brand citations. Same prompt set.

■ SRC-ATLAS-001 ■ SRC-HAWK-001

VISIBILITY

6% citation share is below the 18% category median.

3 of 50 handled rows cited Acme. Best surface is Claude at 20%. Google AI Overviews sits at 0%.

EXPECTED BUSINESS IMPACT

Estimated GBP 18-32k influenced pipeline risk over a quarter at the current assisted-conversion rate.

■ SRC-ATLAS-001 ■ SRC-GA4-001

TECHNICAL

2 failures, 6 warnings on the public technical baseline.

Organisation schema is missing. FAQ schema is duplicated. Comparison content is 4 clicks deep.

EXPECTED BUSINESS IMPACT

Clearing these failures should unlock 3-5 priority prompts for AI Overviews eligibility.

■ SRC-ANVIL-001

AUTHORITY

Third-party corroboration is thin.

Perplexity cited Acme 0 times across 10 source-led prompts. Directories and review sites filled the gap.

EXPECTED BUSINESS IMPACT

Two directory placements are the quickest authority lever for Perplexity and ChatGPT.

■ SRC-HAWK-001 ■ SRC-ATLAS-001

DEMAND

Demand is real. Capture is leaking.

GSC shows 68.9k impressions and 2.18k clicks. Top commercial keywords sit at positions 8 and 12.

EXPECTED BUSINESS IMPACT

Answer-led intros and clearer entity signals can add 600-900 clicks per month at held position.

■ SRC-GSC-001 ■ SRC-SEMRUSH-001

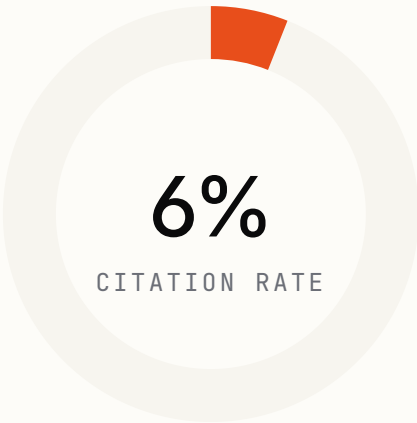
Highest-value actions

FULL DETAIL | PAGE 08

01	Ship a 3-page comparison cluster.	BUILD	+8-12 citation rows / +GBP 18-28k pipeline per quarter
02	Place Acme in two category directories.	QUICK	+6-9 citation points on Perplexity inside 60 days
03	Fix the schema failures and warnings.	QUICK	+3-5 AI0-eligible prompts / +600-900 monthly GSC clicks at held position

> VISIBILITY SNAPSHOT

Where Acme Industries shows up across AI and search.



AI SURFACES TRACKED

5
50 handled rows
checked

ORGANIC KEYWORDS
(SEMRUSH)

186
Avg position 16.8

CITATIONS OF ACME
INDUSTRIES

3
6% citation rate

SEARCH CLICKS (GSC)

2,180
68,900 impressions

Surface mix

Claude BEST PROVIDER PROMPTS		2 / 10 SRC-ATLAS-001
ChatGPT COMPARISON PROMPTS		1 / 10 SRC-ATLAS-001
Perplexity SOURCE-LED PROMPTS		0 / 10 SRC-ATLAS-001
Gemini BUYING INTENT PROMPTS		0 / 10 SRC-ATLAS-001
Google AI Overviews GOOGLE ANSWER PROMPTS		0 / 10 SRC-ATLAS-001

Search baseline

01	industrial workflow software	Position 8	VOLUME 590
02	factory maintenance platform	Position 12	VOLUME 480

SRC-GA4-001 SRC-GSC-001 SRC-SEMRUSH-001

> CITATION INDEX

Where the baseline sits, row by row.

HOW TO READ THIS

3 of 50 handled AI evidence rows cited
Acme Industries this month.

Atlas ran the same 50 priority prompts across 5 AI search surfaces. Acme Industries was cited on 3 prompts. The same prompts named competitors 84 times.

■ SRC-ATLAS-001 ■ SRC-HAWK-001

EVIDENCE ROWS

50

5 surfaces tracked

BRAND CITATIONS

3

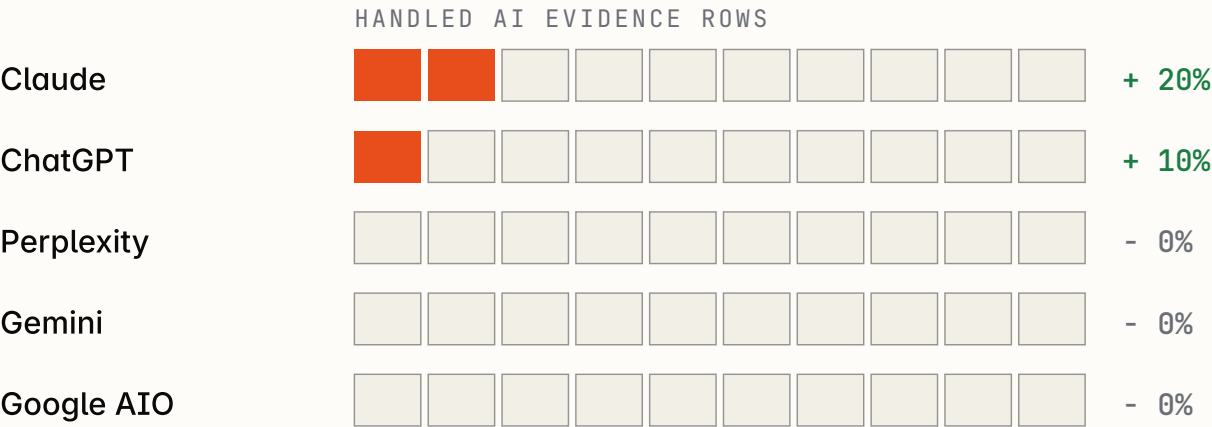
6% citation rate

STRONGEST SURFACE

Claude

20% cite rate

Citation matrix



■ CITED □ NOT CITED ■ UP VS LAST MONTH ■ DOWN VS LAST MONTH ■ FLAT

> ANSWER SET

AI is naming the market. Acme Industries sits at 3.

COMMERCIAL READ

AI answer engines are confidently naming six other vendors. Acme is on the list for one comparison prompt only.

Treated as a baseline, not a failure. This is the gap the audit prices and what the Search Lab package closes month by month.

■ SRC-ATLAS-001 ■ SRC-HAWK-001

COMPETITOR MENTIONS

84

Across 5 named entities

THIS BRAND MENTIONS

3

Same prompt set, same period

Share of voice in captured answers

NAMED ENTITY	SHARE OF CAPTURED ANSWERS	MENTIONS
Acme Industries THIS BRAND HANDLED AI EVIDENCE ROWS		3 THIS MONTH
FactoryOS CHATGPT, CLAUDE, PERPLEXITY		22 MENTIONS
Reliant Maintain CHATGPT, GEMINI, PERPLEXITY		17 MENTIONS
Plantwise CLAUDE, GOOGLE AIO		14 MENTIONS
OpsBridge CHATGPT, PERPLEXITY		12 MENTIONS
G2 directory entry PERPLEXITY, CHATGPT		10 MENTIONS

CAPTURED ANSWER PATTERN

Q. Best industrial workflow software for mid-market manufacturers. A. The most-cited options include FactoryOS, Reliant Maintain, Plantwise, and OpsBridge, with strong directory coverage from G2 and Capterra. Acme Industries is mentioned in one comparison prompt without a direct citation.

■ SRC-ATLAS-001

> EVIDENCE DEPTH

What backs every number in this report.

WHY THIS PAGE EXISTS

Every number above is sourced. This page shows the ladder it sits on.

Four rungs. Each one is a separate evidence layer. The pips on the right are the headline counts, and the chips trace back to the Source Index on page 9.

SOURCES LOGGED

10

All listed on page 9

PERIOD

05-01 to 05-31

MAY 2026

FIRST-PARTY DATA

50 handled AI evidence rows tracked across 5 surfaces.

Atlas captured the answer summaries, while the prompt bank and raw answer files keep the citation claim auditable.

■ SRC-ATLAS-001

3/50

ACCOUNT-LEVEL DATA

GA4, Search Console, and SEMrush have first import rows for human review.

These are baseline import rows only. They are not synced, reconciled, or month-on-month movement yet.

■ SRC-GA4-001 ■ SRC-GSC-001 ■ SRC-SEMRUSH-001

Import

TECHNICAL BASELINE

18 of 26 technical checks passed.

6 warnings and 2 failures captured for the next sprint.

■ SRC-ANVIL-001

18/26

SHIPPED WORK LOG

3 work items are in the shipped-work log.

This stays secondary to the diagnosis, but proves what changed inside the operating system.

■ SRC-WORK-001

3

> WORK RECORD

What shipped, what blocked, and what is logged.

Shipped this month

ITEM 01 | SHIPPED

Atlas baseline: 50 prompts checked across 5 AI surfaces.

Creates a repeatable citation baseline, not a screenshot guess.

■ SHIPPED

■ SRC-ATLAS-001

ITEM 02 | SHIPPED

Hawk competitor capture: 50 answer summaries archived.

Shows which vendors are winning the answer set.

■ SHIPPED

■ SRC-HAWK-001

ITEM 03 | SHIPPED

Anvil technical baseline: 26 public checks run, 2 failures and 6 warnings logged.

Identifies the cleanest unblock path to Google AI Overviews eligibility.

■ SHIPPED

■ SRC-ANVIL-001

Blockers

Two proof pages still need approved customer detail.

AI tools have fewer reliable examples to cite when comparing Acme with the named competitor set.

OWNER: CLIENT

NEXT: CLIENT TO APPROVE PROOF POINTS BEFORE THE NEXT CONTENT UPDATE.

■ SRC-BLOCKER-001

OWNER: NEXT:

> WHAT SHIPS NEXT

Next 30 days: turn the baseline into movement.

Priority workstream

01	Ship a 3-page comparison cluster. Create head-to-head pages with tables, named differentiators, and FAQ schema.	BUILD OWNER SAMPLE SOURCE OWNER ETA JUNE 2026	EXPECTED IMPACT Closes the largest visibility gap on ChatGPT and Perplexity. +8-12 citation rows / +GBP 18-28k pipeline per quarter SRC-ATLAS-001 SRC-HAWK-001 SRC-GA4-001
02	Place Acme in two category directories. Complete two source-eligible profiles so AI tools have a second source.	QUICK OWNER CLIENT ETA JUNE 2026	EXPECTED IMPACT Direct authority lift. The fabricated sample benchmark suggests this is worth 6-9 citation points on Perplexity. +6-9 citation points on Perplexity inside 60 days SRC-HAWK-001 SRC-ATLAS-001
03	Fix the schema failures and warnings. Add Organisation schema, deduplicate FAQ schema, and reduce comparison-hub click depth.	QUICK OWNER SAMPLE SOURCE OWNER ETA JUNE 2026	EXPECTED IMPACT Unlocks AI Overviews eligibility for 3-5 priority prompts. +3-5 AI0-eligible prompts / +600-900 monthly GSC clicks at held position SRC-ANVIL-001 SRC-GSC-001

> SOURCE INDEX

Every number above ties to a source listed here.

> SOURCE STANDARD

If a client-facing number is not in this index, it was removed before send.

Sources are grouped by type. Each row carries the period covered and the status. The chip ID appears next to every number on every page.

Total sources
10

Report ID
SCRIBE-SAMPLE-2026-05

Status
Ready for human review

SOURCE ID	SOURCE	TYPE	DATE RANGE	STATUS
SRC-ADMIN-001	Sample report setup record	admin	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-ATLAS-001	Atlas AI citation check	atlas	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-HAWK-001	Hawk competitor-watch capture	hawk	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-GA4-001	GA4 organic acquisition sample	ga4	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-GSC-001	Google Search Console sample	gsc	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-SEMRUSH-001	SEMrush visibility sample	semrush	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-ANVIL-001	Anvil technical checklist sample	anvil	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-WORK-001	Monthly shipped-work sample	work_log	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-BLOCKER-001	Monthly blocker sample	blocker_log	2026-05-01 to 2026-05-31	FABRICATED SAMPLE
SRC-STRATEGY-001	Sample Search Lab 90-day playbook	strategy	2026-05-01 to 2026-08-31	FABRICATED SAMPLE