

Visibility Monitor: month-one report

Watched business: **Whito** (whito.co.uk), operated by Whito Ltd. This is a real month-one report with Whito itself as the subject, published as the sample so buyers can see exactly what arrives. Nothing is invented and nothing flattering was removed.

Scope, fixed at the start	Collection
Five questions a potential Whito customer would ask, agreed before the run: 1. Best AI visibility monitoring service for UK small businesses 2. Who can check what ChatGPT and Gemini say about my business in the UK? 3. How do I get my business recommended by ChatGPT in the UK? 4. Where can I buy UK data on which businesses AI assistants recommend? 5. Best free tool to check if my website is visible to AI search UK	ChatGPT, Google Gemini and Google AI Mode, asked the same five questions on one collection day: 23 October 2026, from a UK browser. 15 answers, every one logged in full. Every rival named was taken to Companies House the same day, one pass.

What the month showed

Fifteen answers. Two traces of Whito: one first-place recommendation and one citation. On the question closest to Whito's paid product - where to buy UK data on AI recommendations - ChatGPT recommended Whito first of four options, named it twice, quoted the £1,280 price correctly and linked both Whito pages. On the other twelve answers Whito was absent, including every Gemini and Google AI Mode answer, and including the free-tool question where Whito's own free Visibility Check competes directly with the three tools recommended.

	ChatGPT	Gemini	Google AI Mode
Answers collected	5	5	5
Whito recommended	1 (1st of 4, price quoted)	0	0
Whito cited as a source	1	0	0
Answers naming rivals	4	4	3
Distinct rivals named	11	22	19

What the register check showed

The engines named 43 distinct rivals across the fifteen answers. Each was checked against Companies House on the collection day, one pass. 14 matched a registered company. 19 are global software providers outside the UK register. 8 could not be matched to an active UK company under the name the engine used. 2 names could not be matched to any known vendor at all. Three findings a buyer should sit with:

- Google AI Mode recommended **SearchScore**, "a London-based consultancy". A Companies House search for that name returns no results of any kind.
- Gemini recommended **"Prosectus"** and **"Otrr AI"** as data platforms. Neither could be matched to a known vendor or UK company; they appear to be invented.
- Two of the most-recommended UK agencies, **Rank4AI** (three answers) and **Vikn Studio**, were incorporated in May and July 2025: the companies AI holds up as leaders are 15 to 17 months old.

The fifteen answers

Engine	Question	Whito outcome	Rivals
ChatGPT	Q1 monitoring service	Cited as pricing source; not an option	3
ChatGPT	Q2 who can check	Absent	4
ChatGPT	Q3 get recommended	Absent (advice-only answer)	0
ChatGPT	Q4 buy UK data	RECOMMENDED 1st of 4, twice, £1,280 quoted	2
ChatGPT	Q5 free tool	Absent	3
Gemini	Q1 monitoring service	Absent	6
Gemini	Q2 who can check	Absent	10
Gemini	Q3 get recommended	Absent (advice-only answer)	0
Gemini	Q4 buy UK data	Absent	12
Gemini	Q5 free tool	Absent	5
AI Mode	Q1 monitoring service	Absent	9
AI Mode	Q2 who can check	Absent (no providers surfaced)	0
AI Mode	Q3 get recommended	Absent (advice-only answer)	0
AI Mode	Q4 buy UK data	Absent	10
AI Mode	Q5 free tool	Absent	4

Every answer is logged in full, verbatim, in the raw CSV and answer archive that accompany this PDF. The table above is the index, not the record.

Rivals on the UK register: the one-pass outcomes

Rival (as the engine named it)	Named by	Companies House, one pass
Rank4AI	Gemini, AI Mode (3 answers)	RANK4AI LTD 16584507, Colchester, incorporated 15 July 2025
Vikn Studio	AI Mode	VIKN STUDIO LTD 16478937, Beverley, incorporated 28 May 2025
Seral Labs	ChatGPT	SERAL LABS LTD 16935247, London, incorporated 30 December 2025
Taprave	Gemini	TAPRAVE LTD 15518364, Salford, incorporated February 2024
The Polka	ChatGPT	THE POLKA DIGITAL LTD 14109792, Aylesbury
Flaunt Digital	ChatGPT (2 answers)	FLAUNT DIGITAL LTD 09696176, Leeds, incorporated 2015
Kangaroo UK	Gemini, AI Mode	KANGAROOUK LIMITED 09158061, Ashby-de-la-Zouch
DoLocal	Gemini, AI Mode	DOLOCAL LIMITED 11457673, Liverpool
SUSO	Gemini	SUSO DIGITAL LIMITED 10516474, London
ClickSlice	Gemini	CLICKSLICE LIMITED 10876199, London
Reposition	Gemini	REPOSITION GROUP LIMITED 12038357, London
BrightLocal	AI Mode	BRIGHTLOCAL LTD 10384626, Brighton
YouGov	Gemini	YOUNGOV PLC 03607311, London
DLR Media	AI Mode	DLR MEDIA LIMITED SC600110, Dundee
SearchScore	AI Mode	NO RESULTS: the register returns nothing for this name
Tilio	ChatGPT, Gemini	Only exact match dissolved September 2020; no active match
365i / AI-Visibility.org.uk	Gemini, AI Mode	365I LIMITED dissolved May 2023; operating entity not identified

Rival (as the engine named it)	Named by	Companies House, one pass
Charle	Gemini	CHARLE AGENCY LIMITED dissolved February 2023; no active match
AI Visible	Gemini	No match under this name
Found	Gemini	No match under this trading name
Resonance (Agency Platform)	AI Mode	No match under this name
GWl	Gemini	No match under GWl / Global Web Index on one pass
"Prosectus", "Otrr AI"	Gemini	Unverifiable: no known vendor or UK company found
Otterly, Peec, Ahrefs, Semrush, Rankscale, Profound, AthenaHQ, Similarweb, SE Ranking, Local Falcon, Radar Kit, IsVisible, xSeek, Arvow, Hall, Apify, Bright Data, Gartner, Forrester	Various	Global providers outside the UK register (19)

What this means for the watched business

The month-one reading is a baseline, and it splits cleanly. Where Whito has published original, priced, linkable data - the data-file question - ChatGPT already recommends it first, by name, with the right price. A research page published on 22 October was in ChatGPT's answer on 23 October. Where Whito has a competing product but the engines lean on third-party roundups - the monitoring and free-tool questions - Whito is invisible and the recommendations go to tools reviewed on those roundups, to agencies with AI-specific service pages, and in several cases to companies that are months old or cannot be found on the register at all. Gemini and Google AI Mode carry no trace of Whito on any of the five questions this month.

From the second report on, this section compares the month against the last: questions gained and lost, rivals entering and leaving the answers, and whether the engines' reasons change.

Method

All fifteen answers were collected on 23 October 2026 from a UK browser, each question asked once per engine in a fresh conversation, worded identically, with no follow-up prompts. ChatGPT: free tier, logged in, web search active. Gemini: gemini.google.com, logged in, default model. Google AI Mode: google.com AI Mode, logged in. Answers were captured verbatim at collection; the engines overwrite their answers as they go, so a past day cannot be collected on a later day. Every rival named in a recommendation was searched at find-and-update.company-information.service.gov.uk the same day, one pass, under the name the engine used. "Matched" means the name returned a registered company consistent with the recommendation; it is not a judgement on the business. Global software providers with no UK trading claim are recorded as outside the UK register and not searched further. Companies House does not check the accuracy of filed information.

Limits

Engine answers change run to run; a single collection day is a sample, not an average. The free ChatGPT tier was used, logged in, which may not match what another account sees. One pass at the register means a trading name that differs from the registered name can produce "no match" for a real company: no-match rows say the name could not be matched, not that the business does not exist. The subject of this sample is Whito itself, which is the one subject Whito cannot watch neutrally; a paying subscriber's report is produced by the same method on a business we have no stake in.

What arrives each month

This PDF, the raw CSV (one row per rival per answer, with the register outcome on each), and the full verbatim answer archive. Same five questions, same engines, same collection day each month, so months compare. £280 a month, or £2,800 a year. whito.co.uk/data/monthly-watch/