Your opportunity, in one page

Whito (whito.co.uk). Answers collected on 23 October and 3 November 2026.

A real sample, with Whito as the audited business. Nothing invented, nothing left out. This public sample uses the five questions from our own monthly collections. A paid audit asks 20 agreed questions on two dates: 160 answers.

The short version

When customers asked AI tools about checking and monitoring AI visibility, Whito was named 2 times out of 20 answers. The best-named rival was named 3 times. The biggest opportunity: give each service its own clear, priced page. AI already names Whito first for the one question where that page exists.

You against the best-named rival

	You	Best-named rival
Times named by AI (out of 20 answers)	2	3
On Google page one (out of 5 questions)	0	3 of 5
AI answers that used your pages but named someone else	3	n/a

Do these three things first

1. Give each service its own priced page.
It already works: ChatGPT and Perplexity both named Whito for the data question, the one service with a clear, priced page. About a day per page.

2. Put the exact customer question in your page titles.
Rivals A and B sit on Google page one with pages titled almost exactly like the questions asked. About an hour per page.

3. Get the free check onto the lists AI already reads.
Perplexity used Whito's own guide as a source but named other free tools. Ongoing.

Who AI names instead of you

The three rivals seen most often across the 20 answers. Names are hidden in this public sample: a paid report names them, with the exact page we saw beside each entry.

Rival	Times named	What they have that you don't	Where we saw it
Rival A (UK agency)	3 of 20	A page titled "Top AI Visibility Agencies UK 2026". On Google page one for 3 of the 5 questions.	Page named in the paid report. Seen 23 Oct and 3 Nov 2026.
Rival B (UK agency)	2 of 20	A guide titled almost exactly like the question asked. On Google page one for 3 of 5.	Page named in the paid report. Seen 23 Oct and 3 Nov 2026.
Rival C (free checker tool)	1 of 20, named first	A free tool, which is exactly what was asked for. Not verifiable via Companies House under that trading name on 3 November 2026.	Named first by Perplexity for the free-tool question, 3 Nov 2026.

These are things we observed on the dates shown. AI tools do not say why they name a business, so we cannot know the real reasons. Treat these as clues, not proof.

What this means

Two of the three rivals win the same way: a page that answers the exact question, with the question in the title. The third wins by being a tool rather than an article. None of this needs guessing: each one is a page you can open and read.

How you could stand out

Three opportunities at most, each specific to this business. What it is, why we think it matters, the effort, and how you will know it worked.

Opportunity	Why we think it matters (what we saw)	Effort	How you will know it worked
Publish a priced page for each service	ChatGPT and Perplexity named Whito for the data question, the one service with a clear, priced page. The other four questions have no such page and no mention.	Small	Re-check in 30 days: is Whito named for the monitoring question?
Put the exact question in the page title	Rivals A and B were on Google page one with pages titled almost exactly like the questions customers ask.	Small	Google page one for at least one of the five questions.
Get the free Visibility Check listed where AI looks	Perplexity cited Whito's own guide as a source, yet named other free tools. The tool itself is not on the lists AI reads.	Medium	The free-tool question names Whito's check.

The angles we use

Something you do that rivals do not say: a specialism, an area, hours or a price. Proof that can be checked: a register entry, awards with links, real reviews. And being present on the sites AI already cites. Every recommendation above comes from one of these.

What AI gets wrong about you

Mistakes in the answers, where they probably come from, and the fix. If nothing was wrong, we say so.

What AI said	Tool, date	What is true	Likely source	Fix
Answers to the free-tool question cited Whito's guide but named other tools	Perplexity, 3 Nov 2026	Whito's free Visibility Check does what was asked	The guide reads as advice. There is no plain tool page for AI to name	A clear page saying what the check is, that it is free, and who it is for

No factually wrong statement about Whito was recorded on these dates.

Why this page matters

An AI answer that uses your pages but credits someone else is lost work. The fix is rarely more content: it is usually a clearer page, so the tools can tell what you are, what you charge and where you work.

Your website and listings, quick checks

Five lines, pass or fix. Checked 5 November 2026.

Pass	**AI tools can open your site.**	robots.txt allows the AI crawlers, and an llms.txt file is in place.
Pass	**Your key facts are readable as text.**	Company number 10918465 and the registered office appear as text, not images.
Pass	**Your Companies House details are shown.**	In the footer and on the About page, with a link to the register.
Pass	**A page for each main service.**	Six service pages under /services/, each with its price.
Note	**Facts on Google and the main directories.**	Not covered in this public sample. A paid audit checks your Google profile and the directories AI cites.

One honest note: no phone number is published on whito.co.uk. For Whito that is a choice, because we work in writing. For most businesses, a phone number readable as text helps both AI tools and customers.

How we did this, and the small print

The questions, in full

- Best AI visibility monitoring service for UK small businesses
- Who can check what ChatGPT and Gemini say about my business?
- How do I get my business recommended by ChatGPT?
- Where can I buy UK data on which businesses AI recommends?
- Best free tool to check if my website is visible to AI search

How the answers were collected

Each question was asked once per tool, in a fresh chat, from a UK browser. ChatGPT (web search on), Gemini and Google AI Mode: 23 October 2026. Perplexity and Google: 3 November 2026. Every rival named was searched at Companies House on the collection date, once, under the name the tool used; where no match was found we write “not verifiable via Companies House on that date”, nothing more.

In a paid audit, screenshots of every answer are delivered in a private folder with the report. A paid audit covers 20 agreed questions, asked on two separate dates: 160 answers in all.

About this report.
This report records what four AI tools and Google showed on the dates above, in answer to the questions listed. AI answers change from day to day and can differ by person, device and place, so your results may differ. It is not a ranking, a guarantee or a prediction, and following it does not guarantee more mentions, visitors or enquiries. Statements about other businesses describe only what we observed in public sources on the dates shown, are not a judgement of their quality or conduct, and should not be shared publicly. A paid report is confidential to the client; this sample is Whito’s own, which is why we can publish it. Provided under Whito Ltd’s terms at whito.co.uk/terms-and-conditions/. Whito Ltd, company number 10918465.

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