

Executive Briefing: AI Visibility X-Ray

From: Hui Gauci, Creator of AI Visibility X-Ray

Subject:

Competitive Intelligence Request: AI Recommendation Channel Analysis

1. Strategic situation: If AI does not name us, it recommends our competitor

AI assistants are now a primary research channel for high-intent buyers. When prospects ask about our category, assistants name brands first, then justify the choice with citations. If we are not named, qualified demand is diverted before it reaches our site or sales team. Traditional SEO optimizes for ranking algorithms. Assistants prioritize trust signals, entity clarity, and corroborated claims.

2. Proposed solution: AI Visibility X-Ray

A one-time 497 diagnostic that shows where we stand across major assistants and the precise, lowest-effort moves to win recommendations. This is competitive intelligence, not a retainer. The objective is to prevent rivals from owning the recommendation layer while we remain invisible.

3. Deliverables in 48 hours

Use these labels exactly as they appear on the sales page.

1. Where You're Named. Where You're Not.

Cross-platform dashboard showing how ChatGPT, Claude, Gemini, Perplexity, and Copilot describe and rank us vs two competitors.

2. How Each Model Frames You

Competitive analysis of why models recommend them over us, with verbatim quotes and citations from 30 buyer-intent prompts.

3. Why Models Don't Say Your Name

Technical scorecard: Red-Amber-Green read on the trust and entity signals that currently suppress our visibility.

4. The Answer You Want Them To Say

Target answer: the response we should earn for core revenue queries. A concrete target text for content and technical teams.

5. Five Cheapest Moves That Move Answers

The five cheapest moves. Prioritized fixes with owner assignments and effort levels to create visible movement within 30 days.

Critical difference: This is not “ask ChatGPT.” We run 30 buyer-intent prompts across 5 models, extract quotes and citations, then reverse-engineer the signals that trigger recommendations.

4. Investment and risk

- Cost: 497 one time. Typical alternative is 5k–15k agency analysis over weeks that lacks model-level reasoning.
- Promise: Essential Intelligence. Full refund if we do not surface actionable gaps or leverage within 30 days.
- Implementation pace: Most teams ship 2–3 moves in week one.

5. Why this cannot wait

- Competitive window: Early movers establish AI mindshare that becomes costly to displace.
- Q4 timing: This intelligence guides the next 60–90 days of content, PR, and technical work ahead of peak buying season.

6. Recommended next step

Authorize the one-time 497 to secure delivery within 48–72 hours. This report will anchor our Q4 plan to capture AI-driven demand and protect category mindshare.

Link: <https://aixraylab.com>