METHODOLOGY

How we measure your AI visibility.

This document explains how the figures in your monthly report are produced: which questions are asked, how often and to which AI systems, how every answer is evaluated and how the Visibility Score is calculated. It also shows where the limits of the measurement lie.

30
customer questions, tailored to your services and product lines

3
phrasings per question, rotating from one measurement day to the next

3
AI systems: ChatGPT, Gemini and Claude – each with web search

3×
per week (Monday, Wednesday, Friday)

≈ 1,170
evaluated answers per month

0–100
Visibility Score made up of six weighted dimensions

1 · Questions
Realistic customer questions without your company name

2 · Queries
Sent to three AI systems on fixed measurement days

3 · Evaluation
Every answer: mentioned? Position? Recommended? Sources?

4 · Metrics
Mention rate with range, score, competitors, trend

1 The question set

It is based on an analysis of your website and your market: services or product lines, target customers, typical occasions and competitors. From this we create 30 questions, phrased the way your customers would ask an AI assistant – spread across your product lines and across different intents such as finding a supplier, use case, comparison, technical requirement, quality, cost-effectiveness or service.

- **No company name:** The questions do not mention your company. We measure whether the AI recommends you on its own.
- **Perception:** Around 10% of the questions name your company explicitly. They show how the AI describes your business and are not included in the mention rate.

- **Stable over time:** The intents stay the same month after month. This is the only way to detect real changes.
- **Rotating phrasings:** Each question exists in three phrasings with the same meaning. A different one is asked on each measurement day, so the result does not depend on a random choice of words. On any given day, all three AI systems receive the same phrasing.

2 The queries

The questions are sent through the official programming interfaces (APIs) of OpenAI (ChatGPT), Google (Gemini) and Anthropic (Claude), each with web search enabled. This reflects what these systems do when users ask for suppliers: they search the web and summarise what they find.

- On every measurement day, each question is sent once to each system – without login, history or personalisation.
- We store the full answer, the date, the model used and all cited sources.
- If a provider changes its model, this is marked in the trend so that changes can be interpreted correctly.

3 How each answer is evaluated

Every answer is evaluated against a fixed scheme. Detection is performed by an AI model with structured instructions; name variants, brands and your website address are additionally matched by rules.

Attribute	What is recorded
Mentioned	Does your company appear in the answer (including brands and name variants)? Multiple mentions in one answer count once.
Position	Where you rank among the suppliers mentioned.
Recommendation	Explicitly recommended, listed as an option, or only mentioned.
Sentiment	Positive, neutral or negative portrayal.
Competitors	All other suppliers mentioned; variants of the same name are merged.
Sources	Websites the answer relies on – and whether your own is among them.

All answers are kept in their original form. Selected original answers are included in your report so that you can follow the evaluation.

4 The metrics

Mention rate and range

The **mention rate** is the share of answers in which your company is mentioned – calculated across all questions without your company name. Because AI answers vary, we also state a **range**: the interval in which the true value lies with 95% probability. It is calculated with a bootstrap procedure across

questions (1,000 repetitions), which accounts for the fact that answers to the same question are more similar to each other than answers to different questions.

> **How to read the range**
>
> A mention rate of 34% (28–41%) means: the best estimate is 34%, and the true value very likely lies between 28% and 41%. If the ranges of two months overlap substantially, a change is not yet proven.

Visibility Score

The Visibility Score combines six dimensions into a single value from 0 to 100. Each dimension is converted to 0–100 and weighted:

Weight	Dimension	Calculation
35%	**Mention rate**	Share of answers with a mention × 100.
20%	**Recommendation strength**	Average over answers with a mention: explicitly recommended = 100, listed as an option = 60, only mentioned = 30.
15%	**Position**	Average over answers with a mention: 1st = 100, 2nd = 80, 3rd = 60, 4th = 45, 5th or later = 30, unclear = 40.
10%	**Sentiment**	Average over answers with a mention: positive = 100, neutral = 60, negative = 0.
10%	**Source presence**	Share of answers with sources that cite your website, × 2 (100 from a share of 50%). Answers without sources do not count against you.
10%	**Source diversity**	Number of different websites in answers that mention you, × 10 (100 from 10 websites).

0	1–24	25–59	60–100
Not visible	Barely visible	Partly visible	Clearly visible

Recommendation strength, position and sentiment describe *how* you are mentioned – they are based only on answers in which you appear. Always read them together with the mention rate.

5 Competitors, sources and trend

- **Competitors:** For every supplier mentioned, we calculate the share of answers in which it appears – directly comparable with your mention rate.
- **Sources:** The websites the AI systems rely on most. If your company is missing where competitors are mentioned, this often leads to a concrete action.
- **Platforms and product lines:** All values are also available per AI system and per product line. A single overall value would hide the fact that one system knows you and another does not.
- **Period:** Each report covers one calendar month. The trend shows the development over weeks or months; individual measurement days are not assessed.

6 From measurement to action: the diagnosis

The figures are the starting point, not the goal. Every notable finding follows the same structure: **finding → evidence → cause → action → success metric**.

- **Classifying sources:** Every cited website is assigned a type – your website, competitor, portal or directory, press, review platform, association or authority. Competitor websites reveal topics your own website does not yet cover; they are never recommended as a place for your presence.
- **Comparing AI systems:** If one system mentions you less often, we check whether it names suppliers at all, whether it uses your website as a source, which types of sources it relies on and whether its crawlers may read your website (robots.txt). The systems research differently – Gemini, for example, via Google Search.
- **Confidence level:** *Confirmed* = measured directly or statistically significant, *Likely* = several pieces of evidence point the same way, *Indication* = an early signal that we keep monitoring.
- **Impact check:** Every action is given a metric with a baseline. After implementation, we compare the 28 days before with the period starting one week after – with 95% ranges, so that chance is not mistaken for success.

7 Limits of the measurement

- **Answers vary.** AI systems phrase every answer anew. That is why we measure frequencies across many answers and state ranges – no single result is meaningful on its own.
- **API is not the app.** Queries via the APIs come close to the answers in the apps but are not identical: in the apps, model version, location, history and personalisation can change the answer.
- **Models and the web change.** New model versions and changing search results can shift values without any change in your visibility. Model changes are therefore marked.
- **Automated evaluation.** Mention detection is highly reliable but not error-free in individual cases. We check notable results against the original answers.
- **Proprietary index.** The Visibility Score is a GEOHACKER methodology, not an official industry standard. The weighting is reviewed as the data base grows.

8 Data and privacy

Only the customer questions are sent to the AI systems – no personal data and no internal information about your company. Answers and evaluations are stored in Germany (STRATO). Your report can only be accessed via a personal link that does not appear in search engines and can be revoked at any time.

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