

LLM Visibility *Measurement* Baseline → Day 90

Baseline captured: April 21, 2026 | Day 90 measured: August 3–4, 2026 (target: July 20) | Measurement window: ~105 days

Tools tested: ChatGPT · Perplexity · Claude · Google AI Overviews

BRAND VISIBILITY Strong (3 of 4) → Claude unchanged since Day 60	CATEGORY VISIBILITY Emerging ↑ First category-list appearance — ChatGPT, 2 of 6	UBERSUGGEST BRAND VISIBILITY 14% ↓ Down from 17% (Day 60), 20% (Day 30)	SHARE OF VOICE 2.7% ↓ Down from 3.1% at Day 60
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REPORTING NOTE

No new citations, content, or outreach were published between July 1 and this measurement — a five-week gap driven by vacation and a second startup. This report is measured later than the July 20 target and reflects that pause directly. Where metrics declined, that context is the most likely explanation and is called out honestly rather than smoothed over — see the Gap Analysis section below.

1Brand Prompt Results

3 core prompts × 4 tools — Day 90 vs Day 60

ChatGPT ✓ Strong Correct founder attribution, correct focus areas, correct enterprise background. Unchanged strength from Day 60.	Google AI Overviews ✓ Improved Now disambiguates the Romanian entity inside the generated answer itself — not just sidebar links. Genuine improvement since Day 60.	Perplexity ✓ Strong Correct attribution, pulls Bay Area / Silicon Valley geo language directly from site copy. Improved from Day 60's "mixed."	Claude △ Weak → Unchanged Same failure as Day 60: pulls a different Jennifer Leonard's LinkedIn profile, leads with the Romanian entity as "most likely" match.
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NOTABLE FINDING

Three of four tools now show strong, accurate brand recognition — ChatGPT and Perplexity both clean, and Google AI Overviews now disambiguating the naming collision inside the answer itself, a real improvement since Day 60. Claude is the exception: a direct comparison of its Day 60 and Day 90 answers to the same two prompts shows the same wrong LinkedIn profile and the same Romanian-entity confusion, word for word in substance. Despite the schema sameAs update, Crunchbase verification, and Wikidata entry all going live between Day 30 and Day 90, Claude has not moved on these two exact prompts across two full checkpoints — the one clear unresolved gap the other three tools don't share.

2Category & Geo Prompt Results

6 broad national + 3 geo-specific prompts, all 4 tools

Broad national category prompts e.g. "Who helps marketing teams with AI readiness?" FIRST APPEARANCE Appearances across 6 prompts 0 2 of 6 — ChatGPT only Tools returning any appearance 1 of 4 — no citation confirming source Other 3 tools (Claude, Perplexity, Google) 0 of 6 — unchanged pattern	Geo-specific prompts (first formal check) San Jose / Bay Area / Silicon Valley variants NOT YET Appearances across 3 prompts × 4 tools 0 of 12 Marketing-specific geo queries Favor established/larger agencies General AI-readiness geo query (no "marketing") Favors boutique/comparable-size firms
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KEY INSIGHT

ChatGPT named NextWise Studio unprompted in 2 of 6 category prompts — alongside real named competitors (Accenture, Deloitte, PwC, EY), with accurate, specific service descriptions and no hedging. Neither mention carries a citation link, so the exact source can't be confirmed, but the specificity and accuracy suggest genuine training-data recognition rather than coincidence. This is the first category-list appearance across three checkpoints. Claude, Perplexity, and Google still show zero — Claude in particular tends to ask a clarifying question rather than name any competitor at all. Geo-specific testing (a new, formally-defined prompt set this round, not a repeat of an undocumented Day 30 spot-check) shows zero appearances, and reveals that marketing-specific local queries pull in established, larger-scale agencies, while general AI-readiness queries (without "marketing") favor boutique firms closer to NextWise Studio's own scale.

3AI Visibility — Day 90 vs Trend

Ubersuggest AI Search Visibility — August 3, 2026

WHAT DECLINED — A REAL TREND, NOT ONE-OFF NOISE

- ↓ 3 pts

Overall brand visibility: 20% → 17% → 14%

Declined at both Day 60 and Day 90 checkpoints — no longer explainable as "within variance." Correlates directly with a 5-week gap in citation-building and publishing activity.
- Lost

"Marketing Consultant AI Transformation" topic

Held at #5, 50% visibility at Day 30. No longer appears in the topic's brand list at Day 90 — now Omniscient Digital, QuantumBlack, McKinsey, Slalom, Single Grain.

WHAT HELD OR IMPROVED — THE EXCEPTIONS

- Rank #1 · 100%

"LLM Visibility Audit" topic

Strengthened from 50% visibility at Day 60 to 100% visibility, Rank 1.00, 2 mentions at Day 90 — the topic most tied to the audit content itself kept compounding.
- +2.3%

Backlinks: 18 → 37 → 44, every checkpoint

Steady climb regardless of the pause — likely riding on directory listings already in motion before the gap in activity.

Metric	Baseline	Day 30	Day 60	Day 90
Overall brand visibility	10%	20%	17%	14%
Industry rank	Not ranked	#1	#1	#1 (holding)
Share of Voice	—	—	3.1%	2.7%
LLM Visibility Audit topic	Not appearing	Not appearing	50% visibility, Rank #1	100% visibility, Rank 1.00
Marketing Consultant AI Transformation topic	Not appearing	#5, 50% visibility	—	Lost — not appearing
Backlinks	18	Growing	37, up 19.4%	44, +2.3%
Sentiment	—	—	100% positive	100% positive (holding)
On-Page SEO Score (new metric)	—	—	—	76 — "High"

4Google Search Console

Last 28 days — July 5 to August 1, 2026

Traffic metrics Daily impressions average →10/day →6/day (168 total) Branded position — "nextwise studio" Avg. position: 4 1.03 — essentially #1 Total clicks (28 days) 1 — near-zero CTR Top page Homepage — 129 of 168 impressions	Naming collision — improving Collision share of named-query impressions →60–70% →41% "nextwise ai consulting europe" 13 impressions — Romanian co. "nextwise ai systems studio" 11 impressions — Romanian co. Content gap — "I Audited My Own LLM Visibility" post 0 impressions — not indexed for its own title
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TWO-SIDED FINDING

Branded search position improved dramatically — "nextwise studio" now averages position 1.03, up from position 4 at both prior checkpoints — and naming-collision share of impressions dropped from 60–70% to roughly 41%. Both are genuine wins. But overall daily impression volume declined from Day 60's ~10/day to ~6/day, and total clicks across the full 28-day window was just 1 — consistent with the broader pause in new content and promotion. Separately, the original "I Audited My Own LLM Visibility" post shows zero Search Console impressions, corroborating the same post's failure to surface in any of the 4 LLM tools when tested directly — two independent sources now point at the same gap.

5–6Site Analytics + AI Crawler Activity

Wix Analytics + Gen AI Visibility — July 5 to August 3, 2026

Human traffic — back near Day 0 baseline Sessions vs. Day 0 baseline ↓ 7.7% — essentially flat Bounce rate 67% (Day 60) 92% Avg. session duration 4m 36s (Day 60) 33s Returning visitors 0 — all new, consistent since Day 0	AI crawler + query activity — held strong ChatGPT / Gemini / Perplexity / Claude — last crawled All 4 — Yesterday ChatGPT user queries 33 (Day 60) 61 (+74%) Top AI-queried page Homepage — 23 hits FAQ page 4 hits — still AI-queried, consistent since Day 60
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KEY DIVERGENCE

Human site traffic and AI crawler activity moved in opposite directions this checkpoint. Sessions dropped back to roughly Day 0 baseline levels, down 7.7% from where the site started, erasing the growth trajectory building through Day 60, with a 92% bounce rate and 33-second average visit — essentially no sustained human engagement. But all four AI crawlers stayed active, last-crawling the site "yesterday," and ChatGPT-specific query volume nearly doubled (33 → 61, +74%), a bigger jump than any prior period. This is a genuinely useful, if unusual, finding: AI-driven discovery kept compounding on momentum from content published before the pause, even while human referral and promotion (LinkedIn posts, direct shares) went quiet. It's a lagging-indicator effect, not evidence that the pause had no cost — see Search Console and Ubersuggest sections for where the cost shows up.

Active Gaps — Day 120 Targets

What the pause cost, and what to resume first

⏸ The pause, named plainly No new citations, content, or outreach for 5 weeks (July 1 – early August): the McAfee case study, LinkedIn verification, SEJ pitch, and Reddit/Quora/LinkedIn engagement all remained undone. Most of what declined this checkpoint depends directly on that ongoing activity. Resume first — highest leverage	🔍 Claude brand signal — unresolved, 2 checkpoints running Despite schema sameAs, Crunchbase, and Wikidata all live since Day 60, Claude's answers to the same two brand prompts are unchanged word-for-substance since Day 60. Whatever signal Claude weighs most (likely LinkedIn search results) hasn't shifted with any structured-data fix so far. Ongoing — needs a different lever	📉 Ubersuggest visibility — real declining trend 20% → 17% → 14% across three checkpoints. No longer "within variance" — this is a trend. Directly tied to the citation and Share of Voice metrics that depend on ongoing activity, not a one-time dip. Day 120 recovery test
🏷️ Lost category-topic foothold "Marketing Consultant AI Transformation" topic held at #5/50% at Day 30. Gone by Day 90 — now dominated by Omniscient Digital, QuantumBlack, McKinsey, Slalom, Single Grain. Worth watching whether resumed activity wins it back. Day 120 target	🔧 22 pages missing meta descriptions Site audit flags 22 pages with no meta description, despite April notes recording that task as complete — either new pages never covered, or a real regression. Low-effort, high-clarity fix, and directly relevant to the entity-clarity signals this whole framework is built on. Quick win — check first	📄 "I Audited My Own LLM Visibility" post — still not indexed Zero Search Console impressions and zero citations across all 4 LLM tools for its own title. Two independent sources now confirm the same gap — this specific post isn't being surfaced anywhere. Investigate before Blog Post 5

90-Day Measurement Timeline

BASELINE April 21, 2026	DAY 30 May 20, 2026	DAY 60 June 23, 2026	DAY 90 · YOU ARE HERE Aug 3–4, 2026 (5-week pause)	DAY 120 Proposed — recovery check
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Original 90-day experiment

Complete

✓Priority Actions — Resuming Toward Day 120

1 Resume third-party citation building Reddit and Quora answers, LinkedIn comment engagement, and outreach for additional newsletter or publication features. This is the metric most directly tied to the Day 90 decline in Share of Voice and category-topic presence.	2 Send the SEJ pitch, finish the McAfee case study Both were already drafted or near-complete before the pause — low-effort to finish. A published byline would be a meaningful, well-indexed citation feeding category visibility.
3 Fix the 22 pages missing meta descriptions Quick technical fix flagged in this checkpoint's site audit. Directly relevant to the entity-clarity signals this framework argues matter for AI parsing.	4 Publish Blog Post 5 — the honest before/after This checkpoint is the strongest proof point yet for the framework's core thesis: visibility requires maintenance, not a one-time setup. A Day 120 recovery check would complete the story.