

LLM Visibility *Measurement* Baseline → Day 30

Baseline captured:
April 21, 2026

Day 30 measured: May
20, 2026

Measurement
window: 30 days

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

BRAND VISIBILITY

Strong

↑ Improved across 3 of 4 tools

CATEGORY VISIBILITY

Emerging

↑ Appeared in Google AI
Overviews (local)

AI CRAWLER ACTIVITY

Active

↑ All 4 crawlers hitting
site consistently

CHATGPT QUERIES

+27%

↑ Up from baseline period

1

Manual audit across 4 LLM tools

ChatGPT

✓

Strong

Accurate, detailed. References website, services, blog.

Google AI Overviews

✓

Strong

Full description with multiple links to nextwisestudio.com.

Perplexity

✓

Good

Correctly identifies brand. Flags naming collision — disambiguation working.

Claude

△

Weak

Pulls older info. Naming collision present. Crunchbase + schema sameAs pending.

KEY FINDING

Brand visibility is meaningfully stronger than baseline across 3 of 4 tools. Claude remains the weakest signal — directly tied to two pending actions: Crunchbase verification and schema sameAs update (Q139677503). These are the specific levers to pull before Day 60.

2

6 broad + 4 geo-specific prompts

Broad national category prompts NOT YET

e.g. "Who are the best AI marketing consultants for mid-size brands?"

Appearances across 6 prompts 0

Tools returning results 0 of 4

Dominant result type Established agencies

Geo-specific prompts (Bay Area / Silicon Valley) EMERGING

e.g. "Best AI readiness consultant San Jose California"

Google AI Overviews appearance 1 confirmed

Days after on-site changes 9 days

Consistency Not yet consistent

KEY INSIGHT

Category visibility is not binary. Local and geo-specific searches show earlier movement than broad national queries. Individual consultants are not yet breaking through in broad category searches across any tool — this appears to be a structural pattern, not specific to this brand. The path to category visibility runs through third-party citations, community presence, and time.

3

Traditional search performance

Traffic metrics

Weekly impressions	Low	→	+300–400%
Pages indexed	Minimal	→	Blog, FAQ, How I Help, Resources
Branded position (nextwisestudio)	8–9	→	Avg. position 4
Category-adjacent queries	None	→	First appearing

Notable observations

Naming collision queries	Significant — Romanian co.
/general-4 redirect	Working, authority transferring
Blog Post 1 (LLM audit)	Indexed, position 4.3
FAQ page	72 impressions

4

Ubersuggest AI Search Visibility — note: 30-day data lag

Brand visibility score

DATA LAG

Important caveat: tool last updated April 21 — before most interventions were complete

Overall brand visibility	10%	→	10% (pre-intervention data)
ChatGPT visibility	20%	→	20% (pre-intervention data)
Competitive rank (of 64 brands)			#25
Branded comparison prompts	Not tracked	→	Rank #1, 50% visibility

Next update cycle

Tool refreshes on a 30-day cycle. Next update: **~May 21, 2026.**

Updated data will reflect April interventions for the first time. This measurement source will be re-pulled and included in the Day 60 report for a true before/after comparison.

METHODOLOGY NOTE

Current tools update monthly, not daily. This is a known limitation of the GEO measurement landscape — no single dashboard gives a complete real-time picture.

5–6

Wix Analytics + Gen AI Visibility

Traffic sources

Direct traffic (brand awareness)	Primary source
LinkedIn referral traffic	Minimal → Active — content working
Google organic	Growing
Best session time confirmed	Thursday 9am

AI crawler + query activity

ChatGPT user queries	Baseline	→	+27%
Homepage AI-driven visits	Baseline	→	+50%
Last crawled by AI bot	Yesterday		
AI crawler consistency	Active throughout period		



Schema sameAs update

Adding Wikidata Q139677503 to Organization schema on nextwisestudio.com. Directly connects website entity to Wikidata entry — primary lever for Claude signal improvement.

Pending — this week



Crunchbase verification

Account created April 27, LinkedIn verification still pending. Once approved: add canonical URL and Q139677503 to sameAs field. High-priority signal for Claude specifically.

Verification pending



Naming collision disambiguation

NEXTWISE (Romania), NxtWise (India), NextWise France all creating noise. Entity disambiguation on About page and consistent US-based marketing consultancy language needed.

In progress



Third-party citation building

AI Journal feature live May 12 — first real citation. Reddit and Quora presence started. More editorial citations needed for category visibility breakthrough.

Started — ongoing



Geographic copy optimization

Google AI Overviews appearance on April 24 confirms local visibility signal. Adding Bay Area and Silicon Valley language to site copy will strengthen geo-specific prompt results.

Pending



Signal compounding time

Most interventions completed in the final 2 weeks of the window. Wikidata, directories, and blog posts need 60–90 days to fully compound in AI training and retrieval systems.

Time — not action



BASELINE

April 21, 2026

INTERVENTIONS

Apr 21 – May 20

DAY 30 ← YOU ARE
HERE

May 20, 2026

DAY 60

June 20, 2026

DAY 90

July 20, 2026

Progress through 90-day experiment

33%



1

Add Q139677503 to Organization schema sameAs field

Connects nextwisestudio.com directly to Wikidata entity. Primary fix for Claude signal weakness. 10-minute Wix update.

2

Complete Crunchbase profile once verified

Add canonical URL and Wikidata Q number. High-priority structured data source for Claude specifically.

3

Add Bay Area + Silicon Valley to site copy

Geo signals in copy accelerate local category visibility. Confirmed by April 24 Google AI Overview appearance.

4

Continue third-party citation building

Reddit, Quora, LinkedIn comments, and additional newsletter or publication features. Category visibility follows citation density.