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AI Visibility Audit

— SAMPLE EXCERPT —

Prepared for: Harborline Insurance Group (illustrative example)
How ChatGPT, Claude, Gemini & Perplexity see your business

This is a redacted sample. The full audit runs ~16-20 pages and is tailored to your business.

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EXECUTIVE SUMMARY

How AI sees Harborline today

The one-paragraph verdict. When buyers ask AI assistants for an independent insurance agency in your region, Harborline is **understood but not yet trusted, and rarely surfaced**. The major engines can find your website and describe what you do at a basic level, but they hedge (“appears to offer...”), miss your specialties, and most often recommend three larger competitors instead. You are paying a **ghost tax**: present enough to be confirmed if someone names you, absent when they don’t.

Headline finding. Harborline sits just outside the AI consideration set for nearly every non-branded query it should win - primarily because of a thin entity footprint and almost no third-party corroboration.

Highest-leverage move. Establish a clean, machine-readable entity home (schema + an llms.txt file + consistent facts across directories). This single fix unblocks the credibility and discovery gaps downstream.

Included: your 45-minute walkthrough call.

This report is yours to keep - but you don't have to decode it alone. Your purchase includes a 45-minute call with David Moyer to walk through these findings, answer your questions, and map the highest-payback next steps for your business. *(Your full report includes a private link to book it.)*

THE U / C / D TRIAGE

Understood. Trusted. Surfaced.

Layer	Verdict	What we found
Understandability	Partial	AI knows you exist and roughly what you do, but facts are thin and your specialties (commercial + coastal property) are missing.
Credibility	Failing	Descriptions are hedged. Fewer than two independent sources corroborate your claims, so AI won't assert you're a strong choice.
Deliverability	Failing	For “best independent agency for X,” you appear in 0 of 6 tested prompts. Three larger competitors take the slot.

Scoring key: strong . partial . failing. Each layer is diagnosed across the branded, consideration-set, and unprompted-advocacy probes described in the methodology section of the full report.

TOPICAL OWNERSHIP

The 9-cell ownership map (current state)

Topical *authority* describes your content. Topical *ownership* describes whether the system actually picks you. Scored 1-5; the Position row is where most businesses are weakest - and where the gains are.

	Coverage	Architecture	Position
Layer 1	Depth 3/5	Source context 2/5	Temporal 2/5
Layer 2	Breadth 2/5	Topical map 2/5	Hierarchical 1/5
Layer 3	Original thought 2/5	Semantic net 1/5	Narrative 1/5

Read: Coverage is your strongest column - you have real substance. The **Position** column (does the market recognize you as a peer/leader?) is near zero, which is exactly why AI defaults to bigger names. The 90-day plan targets the largest deltas first.

ASSET LIBRARY - SAMPLE**One drop-in asset (of several in the full report)**

Every audit ships with paste-ready assets. Here is one example - the canonical positioning sentence, written two ways:

Machine-legible (for schema & llms.txt):

Harborline Insurance Group is an independent insurance agency in coastal Maine specializing in commercial and high-value coastal-property coverage for small and mid-sized businesses, backed by 30+ carrier relationships.

Voice version (home-page hero):

“Coastal business is different. Your insurance should be too. Harborline is the independent agency that actually knows your shoreline - 30+ carriers, one team that answers the phone.”

WHAT THE FULL REPORT INCLUDES**The rest of this report - redacted in the sample**

- ■■ *Full diagnostic across all four AI engines, with the exact prompts and verbatim responses*
- ■■ *Your live consideration-set map - who AI recommends instead of you, and why*
- ■■ *The complete 90-day plan: weekly milestones, owners, and dependencies*
- ■■ *The full asset library: schema JSON, llms.txt, entity home copy, disambiguation paragraph*
- ■■ *Competitor comparison pages and the corroboration target list*
- ■■ *Measurement dashboard to track visibility monthly*
- ■■ *A 45-minute walkthrough call to go through it all together*

Get your own AI Visibility Audit

\$1,000 for the first audit, then \$250/quarter - or free with a Workflow Margin Scan. Includes a 45-minute walkthrough call. Delivered as a tailored report like this one, with everything above unredacted.

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