

ILLUSTRATIVE SAMPLE REPORT

AEO Snapshot

A focused review of how a business appears across AI-assisted search experiences.

PREPARED FOR	Sample Immigration Firm (illustrative)
REPORT TYPE	AEO Snapshot — \$97 one-time
PROMPTS REVIEWED	20 customer and buyer prompts
PLATFORMS	ChatGPT · Gemini · Perplexity · Google AI-assisted search
DELIVERY	Within three business days

This document is an illustrative sample created to show the structure and depth of the AEO Snapshot. All names, scores and observations are fictional and do not represent live client data or a guarantee of search or AI visibility.

WHAT IS INSIDE

- 01 Overall AEO Score and sub-scores
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- 03 The prompts reviewed and what each returned
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1. Overall AEO Score

62

/ 100

MODERATE VISIBILITY — ROOM TO IMPROVE

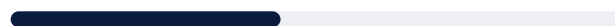
Brand recognition 70



Service clarity 58



Citation presence 44



Competitive share 66



2. Platform-by-platform observations

ChatGPT

Mentioned in 6 of 20 prompts

Appears for broad 'immigration lawyer' prompts, absent for visa-specific ones.

Gemini

Mentioned in 4 of 20 prompts

Surfaced mainly through a directory listing rather than the website itself.

Perplexity

Mentioned in 8 of 20 prompts

Strongest platform; cites two blog articles directly.

Google AI overviews

Mentioned in 3 of 20 prompts

Competitor A dominates comparison-style questions.

3. Sample of the 20 prompts reviewed

PROMPT	RESULT
Best immigration lawyer near me	Not mentioned
Who can help with an H-1B transfer?	Mentioned
Affordable green card attorney	Not mentioned
Immigration firm with Turkish-speaking staff	Mentioned
Compare immigration law firms in the area	Competitor A only
How long does an EB-2 NIW take?	Mentioned (cited blog)

Showing 6 of 20 prompts. The full report lists every prompt and the response captured.

4. Competitor comparison

BUSINESS	MENTION SHARE	OBSERVATION
Sample Immigration Firm	21% —	
Competitor A	47% Strong FAQ and location pages	
Competitor B	33% Frequently cited directory profile	
Competitor C	18% Thin service pages	

Mention share is an observational count across the reviewed prompts on the dates tested. Platform output can vary by location, account, model version and time.

5. Prioritized recommendations

HIGH

Add a clear services overview above the fold

AI systems repeatedly described the firm generically. A concise statement of what is offered, for whom and where helps models summarise the business correctly.

HIGH

Create one dedicated page per core service

Visa-specific prompts returned competitors. Individual pages give models something specific to cite.

MEDIUM

Publish plain-language answers to the 20 reviewed prompts

Question-shaped content is the format most frequently quoted in AI answers.

MEDIUM

Tighten business identity consistency

Name, address and service descriptions differ between the website and third-party listings.

LOW

Add structured data for organisation and FAQ content

Supports clearer machine reading of the site.

Want this for your business?

Start with the Free AEO Score, or request the full AEO Snapshot for \$97, delivered within three business days.

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