

GEO / AEO Visibility Audit

Crandall & Pera Law | Legal services

Not commissioned by the business. Recommendations were not implemented as part of this assessment. No performance improvement is claimed.

The question

Does a brand being cited as a source also mean that an AI answer recommends it to a prospective customer?

Recorded study design

The September 2026 source report lists nine unbranded recommendation prompts across four providers, producing 36 responses. It distinguishes brand mentions from citations of the brand domain and shows results by prompt and provider.

Observed pattern

The saved report records uneven geographic visibility, including citation-only responses for some queries and stronger named visibility for Cincinnati. This supports a prompt-level diagnostic; it does not establish why a provider selected a source or recommendation.

Measurement limits

Each prompt was asked once. Answers vary, and provider labels and counts should be checked against saved raw responses before reuse. The source contains inconsistent Perplexity citation percentages, so this edition does not republish that aggregate score.

Source: independently prepared September 2026 assessment supplied by Oghenemaga Emmanuel. Historical findings summarized here have not been rerun for this portfolio edition.

Priorities & validation

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Proposed sequence

1. Reconcile raw responses, provider identifiers and counts.
2. Preserve exact prompts, dates, settings and full cited answers.
3. Choose target buyer questions before measuring brand visibility.
4. Compare relevant brand pages with the exact sources competitors earn.
5. Test specific content or entity gaps, then repeat comparable checks.

Interpretation

Content framing, city/practice relevance and third-party evidence are hypotheses to test. A citation-only answer does not prove that a copy change will produce a recommendation. Repeated observations are needed before interpreting small changes as progress.

Deliverable

Public portfolio summary of the visibility framework, diagnostic pattern and proposed validation plan. No client engagement or visibility gain is claimed.

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