LDH Insights

Alder & Loom

AI Visibility Report

Fictional example — illustrative data, not live research.

alderandloom.example | Australia
Illustrative period | Generated November 2026 (fictional)

01 · Headline visibility

Excludes branded questions (questions naming the business). 60 measured unbranded answers.

42

/ 100 · Headline visibility score

46.7%

Mention rate

35%

Own-site citation rate

Named in 28 of 60 unbranded answers

Own website cited in 21 of 60 unbranded answers

Findings

Fictional example: illustrative data, not live research. Across 60 unbranded answers (15 questions x 4 assistants), Alder & Loom (alderandloom.example) was named in 28 and its own website was cited in 21. That gives an AI visibility score of 42.0 out of 100. It was named first in 16 answers, on a shortlist in 8 and as a passing mention in 4. It did not appear at all in 32.

Insight

Being found is uneven rather than absent. Broad bed linen questions name the business in 10 of 12 answers, but linen sheet questions name it in only 1 of 12. The gap is about specific product topics, not the brand as a whole.

02 · By AI assistant

Includes branded and unbranded questions. 80 measured answers across 20 questions and 4 assistants.

Assistant	Named	Own-site cited	Typical prominence
ChatGPT	12 of 20 answers 60%	14 of 20 answers 70%	Named first
Gemini	11 of 20 answers 55%	10 of 20 answers 50%	Named first
Claude	11 of 20 answers 55%	8 of 20 answers 40%	Named first
Perplexity	11 of 20 answers 55%	6 of 20 answers 30%	Named first

Insight

ChatGPT linked to the website most often (9 of 15 unbranded answers); Claude least often (3 of 15). Being named and being linked are different results, so both are shown.

03 · Questions and topics

Includes branded and unbranded questions. 80 measured answers across 20 questions and 4 assistants.

Q01 · Informational · bed linen

What should I look for when buying quality bed linen?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Gemini; Claude; Perplexity (4 of 4)

Q02 · Comparative · bed linen

Which online retailers offer quality bed linen?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: Gemini; Perplexity (2 of 4)

Q03 · Recommendation · bed linen

Which online stores would you recommend for quality bed linen?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Gemini; Claude; Perplexity (4 of 4)

Q04 · Branded · bed linen

What bed linen does Alder & Loom offer?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Gemini; Claude; Perplexity (4 of 4)

Q05 · Informational · linen sheets

How do I choose quality linen sheets?

Named: No | Own-site cited: No | Best position across assistants: Absent

Mentioning assistants: (0 of 4)

Q06 · Comparative · linen sheets

How do linen sheets from online retailers compare?

Named: Yes | Own-site cited: Yes | Best position across assistants: Passing mention

Mentioning assistants: Gemini (1 of 4)

Q07 · Recommendation · linen sheets

Which online stores would you recommend for quality linen sheets?

Named: No | Own-site cited: Yes | Best position across assistants: Absent

Mentioning assistants: (0 of 4)

Q08 · Branded · linen sheets

Does Alder & Loom sell linen sheets?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Gemini; Perplexity (3 of 4)

Q09 · Informational · cotton sheets

What makes good quality cotton sheets?

Named: Yes | Own-site cited: Yes | Best position across assistants: Passing mention

Mentioning assistants: ChatGPT; Perplexity (2 of 4)

Q10 · Comparative · cotton sheets

Which online retailers offer cotton sheets with clear material details?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Gemini (2 of 4)

Q11 · Recommendation · cotton sheets

Which online stores would you recommend for cotton sheets?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: Claude (1 of 4)

Q12 · Branded · cotton sheets

What cotton sheets are available from Alder & Loom?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Gemini; Claude; Perplexity (4 of 4)

Q13 · Informational · quilt covers

How do I choose a quilt cover for everyday use?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Gemini; Claude (3 of 4)

Q14 · Comparative · quilt covers

Which online retailers offer a good choice of quilt covers?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Claude; Perplexity (3 of 4)

Q15 · Recommendation · quilt covers

Which online stores would you recommend for quilt covers?

Named: Yes | Own-site cited: Yes | Best position across assistants: Shortlist

Mentioning assistants: ChatGPT (1 of 4)

Q16 · Branded · quilt covers

What quilt covers does Alder & Loom offer?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: ChatGPT; Gemini; Claude; Perplexity (4 of 4)

Q17 · Informational · bedding sets

What should a complete bedding set include?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: Gemini; Claude (2 of 4)

Q18 · Comparative · bedding sets

How do bedding sets from online retailers compare?

Named: Yes | Own-site cited: Yes | Best position across assistants: Shortlist

Mentioning assistants: ChatGPT; Perplexity (2 of 4)

Q19 · Recommendation · bedding sets

Which online stores would you recommend for bedding sets?

Named: Yes | Own-site cited: Yes | Best position across assistants: Shortlist

Mentioning assistants: Claude (1 of 4)

Q20 · Branded · bedding sets

What bedding sets can I buy from Alder & Loom?

Named: Yes | Own-site cited: Yes | Best position across assistants: Named first

Mentioning assistants: Claude; Perplexity (2 of 4)

Insight

13 of 15 unbranded questions named Alder & Loom in at least one assistant. 2 did not name it in any assistant; both were linen sheet questions.

Invisible prompts

How do I choose quality linen sheets?

Which online stores would you recommend for quality linen sheets?

04 · Citation landscape

Includes branded and unbranded questions. 80 measured answers across 20 questions and 4 assistants. Domain share uses all domain citation occurrences, not the percentage of answers. Each domain is counted at most once per answer.

Insight

beddingjournal.example was the most-used source (43 of 80 answers). alderandloom.example was cited in 38 answers in total. Independent guides are a large part of what assistants rely on in this category.

Cited domains

Domain	Ownership	Citations	Citation share
beddingjournal.example	Third party	43	19%
alderandloom.example **Example business**	**Own website**	**38**	**16.8%**
sleepwell-review.example	Third party	34	15%
velvetfinch.example	Competitor website	33	14.6%
homewares-forum.example	Third party	26	11.5%
threadhaven.example	Competitor website	22	9.7%
nestline.example	Competitor website	16	7.1%
cloudweave.example	Competitor website	14	6.2%

Cited pages

Domain / page	Ownership	Citations
beddingjournal.example /guides/cotton-sheets	Third party	10
alderandloom.example **/** **Example business**	**Own website**	**9**
beddingjournal.example /guides/bed-linen	Third party	9

Domain / page	Ownership	Citations
beddingjournal.example /guides/quilt-covers	Third party	9
velvetfinch.example /	Competitor website	9
beddingjournal.example /guides/linen-sheets	Third party	8
homewares-forum.example /threads/cotton-sheets	Third party	8
sleepwell-review.example /best-bedding-sets	Third party	8
alderandloom.example /collections/bed-linen Example business	**Own website**	**7**
beddingjournal.example /guides/bedding-sets	Third party	7
homewares-forum.example /threads/linen-sheets	Third party	7
sleepwell-review.example /best-bed-linen	Third party	7

Client pages cited

alderandloom.example/ (9 citations)

alderandloom.example/collections/bed-linen (7 citations)

alderandloom.example/collections/linen-sheets (5 citations)

alderandloom.example/collections/bedding-sets (5 citations)

alderandloom.example/collections/cotton-sheets (4 citations)

alderandloom.example/collections/quilt-covers (3 citations)

alderandloom.example/guides/quilt-covers (2 citations)

alderandloom.example/guides/bed-linen (1 citations)

alderandloom.example/guides/cotton-sheets (1 citations)

alderandloom.example/guides/bedding-sets (1 citations)

05 · Competitor comparison

Excludes branded questions (questions naming the business). 60 measured unbranded answers.

Mention and citation rankings use share of voice across the compared businesses. Combined competitor scores use those shares, not headline answer rates.

Insight

Velvet Finch leads on mentions with 40 of 60 answers. Alder & Loom ranks 3 of 5 with 28 of 60, and its combined competitor score is 20.2 out of 100. That is a different measure from the headline score of 42.0.

Mention ranking

Rank	Business / website	Named in answers	Mention SoV
1	Velvet Finch velvetfinch.example	40 of 60 answers	29.2%
2	Threadhaven threadhaven.example	35 of 60 answers	25.5%
3	**Alder & Loom** **alderandloom.example** **Example business**	**28 of 60 answers**	**20.4%**
4	Cloudweave cloudweave.example	19 of 60 answers	13.9%
5	Nestline Studio nestline.example	15 of 60 answers	10.9%

Website citation ranking

Rank	Business / website	Own-site cited	Citation SoV
1	Velvet Finch velvetfinch.example	33 of 60 answers	31.1%
2	Threadhaven threadhaven.example	22 of 60 answers	20.8%
3	**Alder & Loom** **alderandloom.example** **Example business**	**21 of 60 answers**	**19.8%**
4	Nestline Studio nestline.example	16 of 60 answers	15.1%
5	Cloudweave cloudweave.example	14 of 60 answers	13.2%

Combined competitor score (share of voice)

Business	Combined score / 100	Measurement
Velvet Finch	30	Available
Threadhaven	23.6	Available
Alder & Loom Example business	**20.2**	**Available**
Cloudweave	13.6	Available
Nestline Studio	12.6	Available

Assistant comparison · mention share of voice

Assistant	Business	Mention SoV	Unbranded answers
ChatGPT	**Alder & Loom Example business**	**22.2%**	**15**
ChatGPT	Velvet Finch	25%	15
ChatGPT	Threadhaven	36.1%	15
ChatGPT	Nestline Studio	5.6%	15
ChatGPT	Cloudweave	11.1%	15
Gemini	**Alder & Loom Example business**	**20%**	**15**
Gemini	Velvet Finch	28.6%	15
Gemini	Threadhaven	20%	15
Gemini	Nestline Studio	14.3%	15
Gemini	Cloudweave	17.1%	15
Claude	**Alder & Loom Example business**	**19.4%**	**15**
Claude	Velvet Finch	33.3%	15
Claude	Threadhaven	22.2%	15
Claude	Nestline Studio	11.1%	15
Claude	Cloudweave	13.9%	15

Assistant	Business	Mention SoV	Unbranded answers
Perplexity	**Alder & Loom Example business**	**20%**	**15**
Perplexity	Velvet Finch	30%	15
Perplexity	Threadhaven	23.3%	15
Perplexity	Nestline Studio	13.3%	15
Perplexity	Cloudweave	13.3%	15

06 · AI search demand

Illustrative modelled estimates (fictional) · Australia · Representative month

Modelled AI-assistant query volume, not observed searches. The supplied location and period apply to this table.

Keyword	Modelled AI searches
bed linen	18,400
linen sheets	9,600
cotton sheets	7,300
quilt covers	6,100
bedding sets	4,200

Insight

Bed linen has the largest illustrative estimate (18,400); linen sheets is next (9,600) but is where Alder & Loom is least visible. Topics overlap, so the figures should not be added together.

07 · Priorities and next actions

Answer the linen sheet questions customers actually ask

Priority: High

Effort: Medium (2 to 4 weeks)

What we found: Linen sheet questions named Alder & Loom in 1 of 12 unbranded answers and cited its website in 2 of 12. Broad bed linen questions named it in 10 of 12.

Why it matters: Linen sheets has the second-largest illustrative demand estimate (9,600 a month). The example shows the business is rarely part of these answers. It does not show why. One possible cause is that the site has little linen sheet information for an assistant to draw on, but this has not been tested.

What to do next: 1) Write one plain-language buying guide covering weight, weave, softening and care for linen sheets.
2) Link that guide from every linen sheet product page.
3) Add clear, factual product details (fabric, size, care) as normal page text, not only images.

How to check whether it helped: Re-ask the three unbranded linen sheet questions in 8 to 12 weeks. Count how many answers name Alder & Loom and how many link to its website. A clearer guide may help, but it cannot guarantee inclusion, rankings, traffic or sales.

Make key product pages easier to read and reference

Priority: High

Effort: Low (1 to 2 weeks)

What we found: Claude named Alder & Loom in 7 of 15 unbranded answers but cited its website in 3. ChatGPT cited the website in 9 of 15.

Why it matters: A citation is a link to the website shown with the answer. Without one, people who hear the name have no direct path to the store. Low citations alone do not prove a crawling, indexing or content problem. That assistant may simply prefer other sources. The steps below are low-cost checks that rule out common causes.

What to do next: 1) Confirm the website settings do not block AI assistant crawlers from public pages.
2) Check that key collection and guide pages show their main text without needing scripts or a login.
3) Give each key page a specific title and opening paragraph (for example, "Linen sheets: how to choose").

How to check whether it helped: Re-run the 15 unbranded questions in Claude. Count answers that link to alderandloom.example and compare with today's 3 of 15. Easier-to-read pages may be cited more often; this is not guaranteed.

Check the independent guides assistants already cite

Priority: Medium

Effort: Medium (ongoing)

What we found: beddingjournal.example appeared as a source in 43 of 80 answers, more than any retailer site, including competitors.

Why it matters: Assistants often repeat what their sources say. The example shows these guides are cited often; it does not show what they say about Alder & Loom. Accurate information on them may help the business be described correctly. The business cannot control these sites, and inclusion is not guaranteed.

What to do next: 1) Read the most-cited guide pages listed in the citation section.
2) Where Alder & Loom is missing or described inaccurately, offer the editors factual product information.
3) Do not pay for or script reviews.

How to check whether it helped: Record which of the top independent guides mention Alder & Loom today, then check again after each round of contact.

Compare your pages with the Velvet Finch pages that get cited

Priority: Medium

Effort: Low (1 week)

What we found: Velvet Finch was named in 40 of 60 unbranded answers. Alder & Loom ranks 3 of 5 on mentions, with 28 of 60.

Why it matters: Share of voice is each business's portion of all the mentions counted across the compared businesses. The example shows who is mentioned more; it does not explain why. Looking at the competitor pages that are cited can suggest what information assistants find useful. It does not mean copying the competitor.

What to do next: 1) Review the Velvet Finch pages listed in the citation section.
2) Note which customer questions they answer that Alder & Loom's pages do not.
3) Fill genuine gaps with the business's own accurate information.

How to check whether it helped: Compare mention share of voice in the next assessment using the same questions, assistants and competitors.

Keep the strong bed linen and quilt cover results

Priority: Low

Effort: Low (quarterly check)

What we found: Bed linen questions named the business in 10 of 12 answers and quilt cover questions in 7 of 12.

Why it matters: These are the topics where customers already hear about Alder & Loom. The example does not show which pages cause this, so large changes to these pages carry some risk of weakening a result that is working.

What to do next: 1) Keep existing bed linen and quilt cover page addresses stable.
2) Update prices, ranges and stock information when they change.
3) Add new content alongside these pages rather than replacing them.

How to check whether it helped: Check that these topic results stay at or near today's levels in the next assessment.

08 · Methodology and glossary

Scope and Method

This is a fictional example. The answer records were simulated by LDH to demonstrate the report; no AI assistant was queried. The method below describes how a real assessment is carried out.

Questions per topic: 4.

Each keyword is expanded into natural user questions across four types: Informational, Comparative, Recommendation, and Branded. Branded prompts name the brand directly; the rest do not, so unbranded visibility can be isolated.

Scope note: the AI assistants take no location parameter, so location is set in the wording of each prompt. Live AI model answers are the evidence for the summary, by-model, by-prompt and citation sections and the competitor comparison.

The selected market and language scope the AI search-demand estimates, which are modelled figures, not observed searches.

Prompts are written in the selected language.

Population	Questions	Assistants	Measured / requested answers
All questions (includes branded)	20	4	80 / 80
Unbranded only	15	4	60 / 60

5 branded questions are excluded from the headline and live competitor comparison.

Measurement coverage: 80 of 80 answers measured; 0 unavailable answers.

Unbranded question coverage: 13 of 15 with a mention; 14 of 15 with an own-site citation in at least one assistant answer.

Assistants: ChatGPT; Gemini; Claude; Perplexity
Language: English

Measurement method

Live AI model answers: each prompt was sent once to each model listed, with web search requested, and the full answers and returned source links were saved. Brand mentions are the brand's name in the answer text; website citations are the brand's own website among the returned source links (a third-party page about the brand is not counted as the brand's citation). These answers are the evidence for the summary, by-model, by-prompt and citation sections. Competitor discovery: competitors were identified from the same saved answers, identity-checked, and approved before scoring; their mentions and website citations are counted on the same answers and denominator as the brand. Competitors without a verified website are ranked on mentions only; their website citations are shown as not available, not as zero. AI search demand: DataForSEO modelled estimates of AI-assistant query volume for the keywords — estimates, not observed searches. No external AI-mentions dataset was used in this report.

Mention Share

Headline (Section 1): the percentage of UNBRANDED AI answers (unbranded prompts x models) in which the brand is named in the answer text. Measures broad, unprompted visibility. The By-LLM mention rate uses ALL answers per model, including branded prompts, so it is higher by design.

Citation Share

Headline (Section 1): the percentage of UNBRANDED AI answers whose returned source links include the brand's own website. Measures authority. The By-LLM citation rate uses ALL answers per model. Mention and citation are always reported separately.

AI Visibility Score (0-100)

A single blended score: mention share weighted 60% and citation share weighted 40%. Being named is broad reach; being cited is harder-won authority, so both feed the score.

Share of Voice (competitor section)

The Competitor Comparison uses share of voice: each entity's share of ALL brand+competitor mentions (or citations) on these topics, so the values sum to ~100%. This is a different metric from the Section 1 "Mention Share", which is a response rate (share of answers naming the brand). The brand's SoV therefore does not equal its Section 1 headline — both are correct, they answer different questions. Mention and website-citation shares are ranked separately; a competitor without a verified website is shown as "N/A — Website not verified" for citations, never as zero, and gets no combined score.

Combined competitor score (share of voice)

Mention share of voice weighted 60% and website-citation share of voice weighted 40%. It is separate from the headline visibility score, which uses answer response rates.

Prominence

How strongly the brand appears in an answer: Named first (the lead recommendation), Shortlist (one of several options), Passing mention (mentioned but not recommended), or Absent.

Best position across assistants

The highest supplied position across assistants for a question, not the position in every assistant. Typical prominence in the assistant table is the supplied most frequent position.

Prompt types

Each keyword is expanded into natural user questions across four types: Informational, Comparative, Recommendation, and Branded. Branded prompts name the brand directly; the rest do not, so unbranded visibility can be isolated.

GEO — Generative Engine Optimization

The practice of improving how a brand appears in AI-assistant answers, the way SEO improves how it appears in search results. GEO focuses on being mentioned and cited by large language models.

Snapshot & run-to-run variance

Each prompt is asked once, and LLM answers vary between runs. Figures are a point-in-time snapshot, shown as exact percentages for readability but not precise to the point. Small trend differences (under roughly one response's worth of weight) are shown neutral rather than as gains or losses.

Findings

This example uses simulated answer records created by LDH to demonstrate the report. No AI assistant was queried and no live research was performed. All businesses and websites are fictional and use reserved .example domains.