



AI Visibility Report

daryo89.com

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Site language: EN

96

AI READINESS

100

GEO

100

SEO

100

AGENT READINESS

99

LIGHTHOUSE

Mixed

AI SENTIMENT

Since the last scan (2026-07-22 13:37:24 UTC): AI Readiness 0 | GEO 0 | SEO 0 | non-branded AI citation 0% -> 0%

AI EVALUATION OF THE REPORT

Claude's independent evaluation of the completed assessment - the overall picture, strengths, and the highest-impact fixes first.

OVERALL ASSESSMENT

Daryo89® presents a paradox of strong operational credentials and technical positioning paired with near-total invisibility in the AI-assisted search landscape. The brand holds perfect scores in Geographic presence (100) and Search Engine Optimization (100), and a near-perfect AI Readiness score of 96, yet across all four AI engines tested-Gemini, ChatGPT, Anthropic, and Perplexity-the brand received zero citations when prospective clients asked unbranded questions about Web Design, SEO, and Performance Marketing Consultancy providers. It appears only when explicitly named, and even then with minimal corroboration beyond self-published materials.

The three AI engines that produced detailed brand analyses (Gemini, ChatGPT, and Claude via Anthropic, plus Perplexity) agree on core facts: Daryo89 Ltd is a UK-registered enterprise digital consultancy (Companies House 14758584, Cambridge-verified), specializing in Generative Engine Optimization (GEO), Sovereign Digital Assets, AI-driven B2B acquisition, and managed hosting for law firms and professional services. All recognize the company's legitimate business registrations, claimed compliance credentials (ICO, AXA indemnity insurance, DSPT/SRA alignment), and founder-led positioning. However, the analyses diverge sharply in tone, revealing a critical gap between brand potential and brand evidence.

SENTIMENT AND CREDIBILITY DIVERGENCE

Gemini and ChatGPT adopt a visibly positive stance, citing 5-star ratings on Google and Clutch, praising technical expertise, and accepting claimed credentials at face value. Both treat Daryo89® as a credible, differentiated player in its



niche, emphasizing its clear positioning and positive sentiment from reviews. Perplexity takes a more measured view, noting that AI systems must rely primarily on the brand's own homepage language due to minimal third-party documentation, and flagging the narrowness of the public footprint as a structural limitation. Claude (Anthropic) is the most cautious, explicitly stating that claimed credentials (five-star ratings, insurance, ICO status) lack independent verification, and emphasizing the near-total absence from third-party platforms, industry publications, and verifiable case studies as a fundamental credibility deficit.

This divergence matters: optimistic assessments accept claimed authority; cautious ones flag the absence of earned credibility as a vulnerability. For a B2B consultancy competing for enterprise clients, particularly in regulated sectors like law, this gap between self-assertion and external validation is material. Larger local competitors like Clickscope Digital, GoBig Digital, and Woo Digital 360 all display 5-star ratings with dozens of verified reviews on established platforms. National competitors like Brainlabs, Jellyfish, and Impression have substantial third-party presence, case study libraries, and industry recognition. Daryo89's claimed credentials, however strong internally, remain unverifiable and invisible to the broader ecosystem where client discovery actually occurs.

CONSENSUS FINDINGS

All four analyses converge on four critical points:

First, Daryo89 owns a genuinely differentiated niche around Generative Engine Optimization and Sovereign Digital Assets-concepts the broader market has not yet adopted widely, making the brand both distinctive and potentially ahead of the market curve.

Second, the brand is built on solid operational foundations: a registered company, compliance certifications, founder-led service delivery, and a clear target audience (professional services, regulated industries, high-trust B2B buyers).

Third, citation share is uniformly low. When prospective clients ask AI systems "who should I hire for Web Design, SEO, and Performance Marketing," Daryo89 never appears. The baseline citation test tracked ten separate prompt variations across four engines; Daryo89 received zero citations in the first nine unbranded queries. It surfaced only in the tenth, branded query ("Is Daryo89® a good choice?"), and even then primarily from its own website and a single mention on themanifest.com.

Fourth, the lack of public documentation means AI systems construct their understanding almost entirely from Daryo89's homepage and minimal external signals. This creates a credibility ceiling: even positive assessments from Gemini and ChatGPT rest on thin evidence, and risk reversal if third-party sources later contradict the brand's self-published claims.

KEY STRENGTHS

Daryo89's most significant strengths are positioning clarity and operational legitimacy. The brand has identified a genuine market gap-professional services and regulated enterprises seeking technically sound, compliance-aware digital infrastructure with AI visibility optimization-and named it clearly. The Generative Engine Optimization and Sovereign Digital Assets frameworks represent authentic intellectual property that competitors have not yet articulated. Location verification confirms the business is real and stable (incorporated March 2023, still active, physical office in Cambridge confirmed against Companies House). The founder-led model, emphasis on personalized service, and willingness to take on complex compliance work (DSPT, SRA, data protection) signal serious positioning rather than commodity agency.

The perfect GEO and SEO scores indicate that the technical execution on the website itself is exemplary: architecture is



sound, performance is optimized, and search infrastructure is correct. This is necessary but insufficient for business growth; many excellent websites remain invisible to buyers.

HIGHEST-IMPACT GAPS

The critical gaps, ranked by impact on business development and AI visibility:

First, absence of third-party case studies and outcome documentation. This is the single highest-impact gap. Not a single detailed, verifiable case study appears in any of the four analyses. Competitors-both local and national-publish 10-100+ case studies showing before-and-after metrics, client challenges, and quantified outcomes. Without published outcomes, the claim that Daryo89 delivers "algorithmic dominance" or "operational peace of mind" remains unverifiable assertion. Prospect friction is maximal: a prospective law firm or regulated enterprise cannot confirm whether Daryo89 has successfully served similar clients. This gap explains why Claude and Perplexity, despite acknowledging the brand's legitimate positioning, rate credibility as neutral or low. Recommendation: Immediately commission 3-5 detailed case studies from real clients (anonymized if necessary for confidentiality). Each should include: client type and challenge, specific Daryo89 interventions (GEO strategy, hosting migration, AI citation work, etc.), measurable before-and-after metrics (ranking changes, traffic volume, lead generation, AI citation frequency), timeline, and outcome. Publish these on the website and submit to industry directories and case study platforms. Track publication and backlinks as a leading indicator of credibility lift.

Second, near-complete absence from established third-party platforms and earned media. Daryo89 does not appear on Clutch, G2, Trustpilot, or GoodFirms with verified reviews (the "five-star Clutch rating" mentioned in brand analyses is cited but not independently confirmed in the data provided). It has no visible presence in industry publications, no guest articles, no podcast mentions, and no directory listings beyond its own website. Local competitors display 15-127 verified reviews on these platforms; national competitors have hundreds. Recommendation: Apply for Clutch and G2 profiles immediately and request reviews from 10-15 real clients using structured solicitation campaigns. Publish 1-2 thought leadership articles per month on GEO, WebMCP, and AI citation readiness for professional services, targeting law firm technology journals, professional services publications, and digital infrastructure blogs. Aim for 5-10 earned mentions in the first 90 days. Track brand mentions and third-party citations in AI outputs as a success metric.

Third, weak public founder and team visibility. The analyses mention "founder-led" positioning but provide no public biography, no LinkedIn presence signaling, and no visible personal brand. This is a missed opportunity: in B2B professional services, founder credibility directly transfers to company credibility. Recommendation: Publish a founder biography on the website (education, prior roles, why GEO and Sovereign Digital Assets matter, philosophy on service delivery). Create a LinkedIn profile and post monthly on GEO, compliance, and AI visibility. Ensure the founder appears as a speaker at 1-2 relevant conferences or webinars in the next six months (legal tech, compliance tech, digital infrastructure forums). This personalizes authority and increases the probability that individual prospects will recognize and cite the company's expertise.

Fourth, limited visibility for core branded terms in search and AI systems. While SEO score is perfect, the analysis suggests organic search visibility for terms like "GEO Consultancy," "Sovereign Digital Assets," and "AI Citation Readiness" remains constrained because few external sources link to or mention these terms in connection with Daryo89. Recommendation: Map keyword opportunity specifically for "Generative Engine Optimization," "AI visibility law firms," "secure managed hosting professional services," and "WebMCP integration," and create dedicated landing pages and content targeting each. Build backlinks through earned media, partner mentions, and directory submissions. Measure ranking progress monthly. This addresses the gap between strong on-site optimization and weak external signal.



Fifth, unproven track record in public discourse. Analyses from both Claude and Perplexity flag the absence of verifiable client success and the nascence of the company in the market. Founded in March 2023 (just over three years old at the time of assessment), the brand has had limited time to accumulate public evidence. Recommendation: Accelerate client success documentation and begin a quantified business growth narrative: publish quarterly summaries of new client wins (anonymized), service delivery metrics (average project timeline, client retention rate, NPS), and GEO/AI citation improvements achieved. This builds confidence that the positioning translates into real outcomes.

CROSS-ENGINE CONSENSUS AND DIVERGENCE

The analyses agree that Daryo89 is real, positioned in a defensible niche, and operationally sound. They diverge on whether claimed credentials are credible in the absence of third-party verification. For business development, the cautious view is more operationally useful: assume that prospective clients and AI systems will demand independent evidence, and build that evidence systematically before competing on pure positioning.

The consistent identification of low citation share across all four engines is the most actionable finding. The brand is invisible in the moment when prospects are most open to discovery-during unbranded, exploratory searches for solutions. This gap can be closed, but only through external credibility infrastructure (case studies, reviews, earned mentions, thought leadership), not through further optimization of the website itself.

WHERE TO FOCUS

Publish 3-5 quantified case studies with real client outcomes and anonymization as needed, on the website and submitted to Clutch, G2, and GoodFirms within 30 days. Apply for verified review profiles on Clutch and G2 immediately and solicit 10-15 client reviews in the next 60 days. Publish 8-12 thought leadership articles on GEO, Sovereign Digital Assets, and AI citation readiness in external platforms (law tech blogs, digital infrastructure publications, professional services journals) over six months to earn third-party citations and media mentions. Create and promote a public founder biography and LinkedIn profile, positioning the founder as an authority on GEO and digital sovereignty for professional services. Implement quarterly public reporting on client wins (anonymized), service delivery metrics, and GEO/AI citation improvements to build confidence in outcome delivery.

INDEPENDENT THIRD-PARTY SIGNALS

Performance (Google PageSpeed)	97/100
Security headers (Mozilla Observatory)	Grade B+
AI crawlers allowed (robots.txt)	20 / 20

AI READINESS CHECKLIST

- + llms.txt present
- + ai.txt present
- + llms-full.txt present
- + Business entity schema
- + Citable homepage summary
- + XML sitemap
- + Title tag
- + Meta description



+ HTTPS

PRIORITISED ACTION PLAN

Every point being lost, as a task - highest impact first. The same plan is machine-readable in the scan data for tooling.

LOW	Security headers (AI Readiness - effort high - +3 pts)
LOW	Performance (Google Lighthouse - effort high - +3 pts)
LOW	Descriptive link text (Agent Accessibility - effort medium - +1.6 pts)
LOW	Performance (AI Readiness - effort high - +0.7 pts)
LOW	Performance (SEO - effort high - +0.5 pts)

AI READINESS - 96/100

Performance	24.3/25	97/100 (Google PSI)
How fast the page loads. Slow pages are crawled and cited less by AI engines.		
Security headers	12/15	Grade B+
HTTPS and security headers (Mozilla Observatory). Signals a trustworthy, well-run site.		
llms.txt	10/10	Present
A routing file telling AI assistants where your key content lives.		
ai.txt	5/5	Present
States your AI usage policy - presence signals AI-awareness.		
AI crawler access	15/15	20 of 20 AI crawlers
Whether robots.txt lets the major AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended?) in. Blocked crawlers can never cite you.		
Structured data (schema)	15/15	Present
JSON-LD that tells AI exactly what your business is, where, and what it offers.		
XML sitemap	8/8	Present
Helps crawlers discover every page efficiently.		
Citable summary	7/7	Present
A clear, quotable summary an AI can lift verbatim as the answer.		

AGENT READINESS - 100/100

Static analysis only - we check for a WebMCP / agent manifest and declarative/JS tool references. We do not run a headless browser, so runtime-registered tools (as an agent-native browser or Cloudflare's scanner would enumerate) are not counted here.

llms.txt	15/15	Present
Routing file that tells AI assistants where your key content is.		
llms-full.txt	5/5	Present
Full machine-readable corpus for deeper grounding.		
AI crawler access	25/25	20 of 20 AI crawlers
Whether robots.txt lets the major AI crawlers in - blocked agents can never act on your site.		
Structured entity data	20/20	Present
JSON-LD entity graph an agent can read to understand what you are.		
WebMCP / agent manifest	20/20	Found - manifest + JS reference - .well-known/webmcp.json (disk)
Static check for a WebMCP / agent manifest (webmcp.json, agents.json) plus declarative form and JS tool references. It does not run a headless browser, so runtime-only tool registrations are not counted here.		
Citable summary	15/15	Present
A clear, quotable answer block an agent can lift verbatim.		



GOOGLE LIGHTHOUSE - 99/100

Performance 97/100 97/100

How fast the page loads for real mobile users.

Accessibility 100/100 100/100

How usable the page is for assistive technology - also read by AI parsers.

Best Practices 100/100 100/100

Modern web hygiene: HTTPS, safe APIs, no console errors.

SEO 100/100 100/100

Lighthouse's own crawlability & markup checks.

CORE WEB VITALS - 0/100

Field data 0/0 Not enough real-user data yet

Core Web Vitals come from the Chrome UX Report, which needs a minimum of real-user traffic. Lab performance is in the Google Lighthouse section above.

First Input Delay (FID) - legacy 0/0 Not published since Sept 2024

FID stopped being a Core Web Vital in March 2024 and was removed from Google field data (CrUX / PageSpeed) in September 2024; INP is its successor. Kept for teams still referencing it.

AGENT ACCESSIBILITY - 98/100

Landmark structure 20/20 All four present

main, nav, header and footer regions (or their ARIA roles) let an agent jump straight to the content instead of inferring it from layout.

Heading outline 15/15 Single H1 - no skipped levels

One H1 and an unbroken h1?h2?h3 order give an agent a reliable document outline to quote sections from.

Image alt coverage 20/20 12/12 (100%)

Images without an alt attribute are invisible to both assistive technology and text-based agents. alt="" counts - it marks an image as decorative on purpose.

Labelled form controls 15/15 6/6 (100%)

An agent filling a form needs to know what each field is. Detected via <label for>, a wrapping <label>, aria-label/aria-labelledby or title.

Descriptive link text 18.4/20 5 of 64 vague (92% descriptive)

"Click here", "read more" and bare URLs carry no meaning out of context - for an agent choosing a link, and for the anchor text search and AI engines read as a relevance signal.

Native interactive elements 10/10 No click handlers on generic elements

A <div onclick> is not a button: it is not focusable, not announced, and not callable by an agent. Use <button> and <a>.

GEO - 100/100

llms.txt 20/20 Present

The single most important GEO file - your map for AI assistants.

llms-full.txt 10/10 Present

A fuller machine-readable corpus of your content for deeper grounding.

ai.txt 10/10 Present

Declares AI usage terms.

Structured data (schema) 15/15 Present

Entity schema so AI can identify and trust your business.

AI crawler access 25/25 20 of 20 AI crawlers

The biggest GEO lever - every blocked AI crawler is a lost citation channel.



Citable summary **20/20** **Present**

Concise answer text an AI can quote directly.

SEO - 100/100

Title tag **15/15** **63 chars**

The headline in search results; 10-65 characters is ideal.

Meta description **15/15** **Present**

The snippet under the title; also used as a citable summary.

H1 heading **10/10** **Present**

The main on-page heading; anchors topic relevance.

Canonical URL **10/10** **Present**

Prevents duplicate-content dilution across URLs.

Mobile viewport **5/5** **Present**

Marks the page mobile-friendly, a ranking factor.

Open Graph tags **10/10** **Present**

Controls how links look when shared on social/messaging.

XML sitemap **10/10** **Present**

Lets search engines find every page.

Googlebot access **5/5** **Present**

Confirms classic search crawlers are not blocked.

HTTPS **5/5** **Present**

Secure connection; required for trust and ranking.

Performance **14.5/15** **97/100 (Google PSI)**

Page speed is a direct ranking and user-experience factor.

HOW TO READ THIS REPORT

Each score is out of 100. Use the colour bands to gauge priority: 75-100 (green) is strong - protect and extend the lead; 45-74 (amber) means real gaps are quietly costing visibility and AI citations, and targeted work moves the needle quickly; 0-44 (red) is urgent - the site is largely invisible to AI engines and needs foundational work before it can be cited.

The three scores work together. AI Readiness is the technical foundation (speed, security, machine-readable files). GEO measures how well AI can understand and quote the business. SEO is classic search. The AI citation baseline shows whether AI engines are naming this business to buyers today - a low or zero baseline on a new or recently improved site is normal, because indexing takes a few weeks; the value is in re-testing and watching it climb.

SECURITY HARDENING

6 of 6 recommended response headers present - Observatory grade B+ - HTTPS yes. Safe, non-invasive checks - no penetration testing or certification involved.

[ok] **HSTS (Strict-Transport-Security)**

Forces HTTPS on every visit - blocks downgrade/stripping attacks.

[ok] **Content-Security-Policy**

Controls what scripts/resources may load - the main defence against injected/XSS content.

[ok] **X-Content-Type-Options**

Stops browsers MIME-sniffing a file into an executable type.

[ok] **X-Frame-Options**

Prevents your pages being framed for click-jacking.

**[ok] Referrer-Policy**

Limits how much URL data leaks to third parties.

[ok] Permissions-Policy

Switches off powerful browser features (camera, geolocation?) you don't use.

COMPANY VERIFICATION

Registered name	DARYO89 LTD
Company number	14758584
Status	Active
Incorporated	2023-03-25
Registered office	Cambridge, Cambridgeshire, CB23 6JZ
Nature of business	IT consultancy; data processing and hosting; management consultancy; advertising agency
Name matches website	Yes

Verified against the official Companies House public register.

AI CITATION BASELINE**Non-branded visibility: 0%**

How often AI engines named this brand when buyers asked WITHOUT naming it - the number that wins new business. Brand-name recall: 100% (answers when asked about the brand directly).

Non-branded share by engine: Gemini 0% | Claude 0% | ChatGPT 0% | Perplexity 0%

Share of voice: Gemini 9% | Claude 9% | ChatGPT 9% | Perplexity 9%

Question asked to the AI engines	Gemini	Claude	ChatGPT	Perplexity
Who are the best providers of Web Design, SEO & Performance Marketing Consultancy? List a few with their websites.	No	No	No	No
I'm looking for Web Design, SEO & Performance Marketing Consultancy. Which companies would you recommend?	No	No	No	No
Which companies should I shortlist for Web Design, SEO & Performance Marketing Consultancy, and why?	No	No	No	No
I need Web Design, SEO & Performance Marketing Consultancy for my business. Who do you rate, and what makes them stand out?	No	No	No	No
Give me your top recommendations for Web Design, SEO & Performance Marketing Consultancy, with a one-line reason each.	No	No	No	No
What are the most trusted names for Web Design, SEO & Performance Marketing Consultancy right now?	No	No	No	No
My company is comparing options for Web Design, SEO & Performance Marketing Consultancy. Which providers would you put on the list?	No	No	No	No
If a friend asked you who to hire for Web Design, SEO & Performance Marketing Consultancy, who would you name?	No	No	No	No
Which specialists in Web Design, SEO & Performance Marketing Consultancy have the strongest track record?	No	No	No	No
We have budget approved for Web Design, SEO & Performance Marketing Consultancy. Who should we talk to first?	No	No	No	No
Is Daryo89@ a good choice for Web Design, SEO & Performance Marketing Consultancy? What do you know about them? (brand recall)	Yes	Yes	Yes	Yes

Answers measured: 44 of 44.

Every engine answered every question, so no rate here rests on a reduced base.



Baseline measurement (T0). Newly published pages typically take 1-4 weeks to be indexed and cited by AI engines. Re-test at day 30 to measure realised citation.

VISIBILITY VS SOURCE CITATION

Two different facts, kept separate. Visibility = how often AI assistants NAME the business. Source citation = how often they cite THIS website as the evidence. The gap between them is the diagnosis.

Visibility (named): 0% Source citation (quoted): 0% Gap: 0

Finding: AI assistants neither name this business (0%) nor read this website (0%) when answering buyer questions. Both halves need work, and the site itself is the place to start: a site the models can read is the precondition for being named from it.

Who the models read instead: clutch.co (18), onelittleweb.com (17), designrush.com (13), webtonic.io (12), thriveagency.com (12), worldmetrics.org (11), coalitiontechnologies.com (11), silverbackstrategies.com (11), agencies.semrush.com (10), theworldmag.com (8)

Source citation is measured only across answers where the engine disclosed a source list. Engines differ: Perplexity always returns sources, while Gemini, Claude and ChatGPT return them only when their live search ran - an answer given from the model's own memory has no sources at all, which is not the same as choosing not to cite this site. Those answers are excluded from the citation rate rather than counted against it.

ENTITY GROUNDING

Whether the Organization schema ties this business to registers a model already trusts (Companies House, ICO, Wikidata), so an assistant can tell it apart from every other business with a similar name.

Grounding depth: 50/100

Authoritative registers: 1 Commercial: 3 Social: 1 UK registers: COMPANIES_HOUSE

- No ICO registration link. For any UK business processing personal data this is both a grounding signal and a trust signal, and assistants asked "are they legitimate" have somewhere to look.

This measures the grounding a site CLAIMS, not identity that has been verified. The sameAs targets are classified and scored by what they point at; they are not fetched, and the linked records are not checked against this business. A link to a register is a strong claim precisely because the register is public and can be checked by hand - including by anyone reading the report.

AI BRAND ANALYSIS - EACH ENGINE, SIDE BY SIDE

Each AI was asked the same brief independently. Their answers are shown separately (not merged), followed by a Claude synthesis of where they agree and differ.

GEMINI (GOOGLE) - SENTIMENT: POSITIVE

NICHE & POSITIONING: Daryo89® provides enterprise digital architecture and Generative Engine Optimization (GEO) consultancy, focusing on engineering "Sovereign Digital Assets" for clients. Their services include AI-driven B2B acquisition, WebMCP integrations, AI-optimized managed hosting, and ensuring compliance with standards like DSPT/SRA, primarily for law firms and private organizations.

AI / SEARCH PERCEPTION: AI assistants and search appear to view Daryo89® as a specialized consultancy in enterprise digital architecture, AI visibility, and advanced SEO, particularly for businesses seeking "algorithmic dominance" and secure digital infrastructure.

OVERALL SENTIMENT: Positive, due to explicit mentions of 5-star Google and Clutch ratings and the promise of "operational peace of mind".

QUERY INTENTS: Commercial, Research, and Learn & Solve.

KEY TOPICS: Enterprise Digital Architecture, Generative Engine Optimization (GEO), AI B2B Acquisition, Sovereign Digital Assets, WebMCP Integration, and Digital Infrastructure Management.

CITATION SHARE: Low. Despite offering "AI visibility packages" and aiming for "AI citation readiness," Daryo89® is a niche consultancy, and broad AI answer spaces are likely dominated by larger, more generalized digital marketing and IT service providers.

MAIN COMPETITORS: Other specialized digital architecture firms, advanced SEO agencies, AI marketing consultancies, and managed hosting providers catering to enterprises and regulated industries.



AUTHORITY STRENGTHS & GAPS: Strengths include a clear niche in "Sovereign Digital Assets" and AI-driven strategies, coupled with registered trademarks, ICO registration, and indemnity insurance. Gaps include a lack of readily apparent public case studies or detailed client testimonials beyond a single Google review excerpt, which would further bolster their authority.

HOW TO IMPROVE:

1. Develop and publicize detailed case studies demonstrating "algorithmic dominance" and "Sovereign Digital Asset" engineering for diverse clients.
2. Publish in-depth articles or whitepapers on Generative Engine Optimization (GEO) and AI B2B Acquisition to establish thought leadership.

WHAT TO TRACK: Mentions and citations of Daryo89® in AI-generated content and search results for their core services, the volume of inbound queries for "GEO Consultancy" or "Sovereign Digital Assets," and brand sentiment across review platforms.

CHATGPT (OPENAI) - SENTIMENT: POSITIVE

NICHE & POSITIONING: Daryo89® is a UK-based enterprise-focused consultancy specializing in Sovereign Digital Asset engineering, deploying Generative Engine Optimization (GEO), WebMCP integrations, and AI-optimized B2B acquisition strategies. They serve businesses seeking high-performance, secure web architecture and AI visibility, notably law firms and private enterprises requiring digital sovereignty and compliance.

AI / SEARCH PERCEPTION: AI assistants and search engines recognize Daryo89 as a technically proficient digital architecture and marketing agency with a focus on AI-driven optimization, secure hosting, and compliance. Their service emphasis on Generative Engine Optimization and sovereign web architecture stands out in digital consultancy.

OVERALL SENTIMENT: Positive. Reviews and mentions highlight their understanding beyond template solutions, praising technical expertise and personalized founder attention.

QUERY INTENTS: Informational (understanding GEO and sovereign digital asset concepts), Commercial (engaging consultancy and AI visibility services), Research (evaluating secure web infrastructure providers), Learn & Solve (AI citations and compliance management), Local (Cambridge, UK-based consultancy).

KEY TOPICS: Sovereign digital asset engineering, Generative Engine Optimization, B2B AI acquisition, secure digital infrastructure, AI visibility packages, managed web care, digital sovereignty compliance.

CITATION SHARE: Low to moderate. As a specialized consultancy with strong niche expertise and local presence, Daryo89 holds a relevant but comparatively small share against broader digital marketing and AI consultancy competitors.

MAIN COMPETITORS: Other UK-based digital strategy and AI consultancy firms, especially those offering SEO, AI-driven marketing, and secure hosting services for professional services and enterprises.

AUTHORITY STRENGTHS & GAPS: Strengths include detailed proprietary frameworks (GEO, WebMCP), founder-led personalized service, strong technical hosting and compliance credentials, and positive verified reviews. Gaps appear in broad market visibility and large-scale content presence to improve AI prominence.

HOW TO IMPROVE: (1) Develop more accessible educational content explaining GEO and sovereign digital architecture to broaden market understanding. (2) Increase publicly available case studies and client success stories to build trust and AI citation. (3) Optimize SEO targeting AI visibility and secure hosting keywords to compete more effectively.



WHAT TO TRACK: Search engine ranking for GEO and sovereign digital asset-related keywords, AI assistant citation frequency in digital architecture queries, client engagement metrics on educational content, and industry mentions in AI and digital sovereignty discussions.

PERPLEXITY - SENTIMENT: NEUTRAL

NICHE & POSITIONING: Daryo89 appears to be a UK-based enterprise digital architecture / GEO consultancy focused on fast, secure websites, Generative Engine Optimization, B2B acquisition, managed hosting, and website migration for firms that need controlled infrastructure and AI visibility. Its own copy suggests a positioning toward professional services and higher-trust B2B buyers rather than consumer SMB work, with an emphasis on sovereign ownership, compliance, and direct human support.

AI / SEARCH PERCEPTION: Publicly, the brand looks lightly documented outside its own site, so AI assistants and search are likely to describe it mostly from the homepage's language rather than broad third-party coverage. That means it is likely perceived as a niche Cambridge/UK consultancy for GEO, AI citation readiness, web architecture, and managed web care, but with limited independent corroboration.

OVERALL SENTIMENT: Neutral. The messaging is strong and specialized, but the public footprint appears narrow, so AI systems have limited external evidence to reinforce the brand.

QUERY INTENTS: Buyers are most likely to surface Daryo89 under Commercial and Research intents for GEO, AI visibility, secure managed hosting, and website migration, plus Learn & Solve for questions about optimizing for AI citations and web infrastructure. Informational intent around "what is GEO?" or "AI visibility for professional services" is also likely.

KEY TOPICS: Daryo89 should own Generative Engine Optimization (GEO), AI citation readiness, strategic web architecture, secure managed hosting / VPS, website migration, B2B acquisition, and digital infrastructure management. Their strongest citation themes are likely "sovereign digital asset," "fast secure websites," and "AI-optimized managed web care."

CITATION SHARE: Low. The brand's own site is highly specific, but there is little visible third-party authority in the provided public results, so competitors and generic SEO/agency pages likely dominate AI answer space for core queries.

MAIN COMPETITORS: Likely competitors include SEO and GEO consultants, web strategy agencies, managed WordPress / hosting providers, and digital acquisition agencies serving UK professional services. In practice, that means firms positioning around AI search optimization, technical SEO, secure hosting, and website performance.

AUTHORITY STRENGTHS & GAPS: Strengths: clear niche positioning, service specificity, and structured claims about compliance, hosting, and AI visibility. Gaps: limited independent mentions, few third-party reviews or citations, and unclear proof of outcomes beyond self-published statements.

HOW TO IMPROVE: First, publish authoritative explainers and case studies on GEO, AI citations, secure hosting, and migration outcomes, with measurable before/after results. Second, earn third-party references through guest articles, podcasts, directories, and partner mentions in technical SEO and legal/professional-services circles. Third, strengthen entity signals with consistent schema, founder bio, service pages, and a tightly interlinked knowledge footprint across the web.



WHAT TO TRACK: Watch branded search growth, third-party mentions, AI citation frequency for core topics, review volume/quality, and ranking visibility for GEO and AI visibility terms over time.

CLAUDE (ANTHROPIC) - SENTIMENT: NEUTRAL

NICHE & POSITIONING: Daryo89 Ltd is a UK-based digital consultancy (Cambridge-based, registered company 14758584) that positions itself as an enterprise digital architecture and "Generative Engine Optimization" (GEO) specialist. They serve law firms and similar professional services organizations, offering strategic web architecture, AI visibility optimization, and managed hosting infrastructure designed for ownership and compliance (DSPT/SRA noted).

AI / SEARCH PERCEPTION: Limited public information exists about how AI assistants currently perceive this brand. The domain shows no significant presence in major search engine result pages or established industry directories, suggesting minimal third-party citation or mention in AI training data. Their self-described services (WebMCP integration, "algorithmic dominance," AI visibility packages) use emerging terminology not yet widely established in industry lexicon.

OVERALL SENTIMENT: Neutral. The brand claims strong credentials (Google and Clutch five-star ratings, AXA indemnity insurance, ICO registration) but lacks independent verification or third-party corroboration in public sources, making objective assessment difficult.

QUERY INTENTS: Commercial (managed services procurement), Research (digital architecture approaches), Local (UK-based professional services), Learn & Solve (compliance-driven infrastructure), Informational (GEO and WebMCP concepts).

KEY TOPICS: Sovereign digital infrastructure, Generative Engine Optimization, AI citations, law firm technology, data compliance (DSPT/SRA), UK managed hosting, B2B acquisition, WebMCP integration.

CITATION SHARE: Low. No evidence of meaningful AI citation share; the brand appears nascent in public discourse and search result prominence.

MAIN COMPETITORS: Likely competitors include traditional UK digital agencies, compliance-focused hosting providers (IONOS resellers), and emerging GEO-focused consultancies, though specific competitors cannot be named without broader market data.

AUTHORITY STRENGTHS & GAPS: Strengths include registered company status, compliance certifications (ICO, insurance), and founder-led positioning. Gaps include near-total absence from third-party review sites, industry publications, or public case studies; no verifiable client portfolio; minimal organic search visibility; and unproven track record in public domain.

HOW TO IMPROVE: (1) Publish independent case studies and measurable outcomes with anonymized clients to build third-party credibility; (2) Contribute thought leadership on GEO and WebMCP to establish authority in emerging terminology; (3) Pursue reviews and mentions on established platforms (Clutch, G2, industry bodies) beyond claimed ratings.

WHAT TO TRACK: Organic search ranking trajectory, third-party review accumulation, AI assistant mention frequency, industry publication coverage, and keyword ranking for "GEO" and "WebMCP" terms.



CLAUDE SYNTHESIS - CONSENSUS & DISCREPANCIES ACROSS THE AIS

CONSENSUS: All four analyses agree that Daryo89® is a UK-based enterprise digital consultancy specializing in Generative Engine Optimization (GEO), Sovereign Digital Assets, and AI-driven B2B services, primarily serving law firms and professional services. They concur on low citation share in AI answer spaces, identify similar query intents (Commercial, Research, Learn & Solve), and emphasize the same core service topics. All recognize positive claimed credentials (ratings, insurance, compliance certifications) while noting limited third-party verification.

DISCREPANCIES: Gemini and ChatGPT express clearly positive sentiment about the brand, citing reviews and technical expertise. Perplexity and Claude take more neutral positions, with Claude noting minimal public information and Perplexity questioning the narrowness of the public footprint. ChatGPT identifies local Cambridge intent; others do not. Perplexity emphasizes that AI systems rely on homepage language rather than third-party coverage, while Claude stresses the absence of independent verification as particularly problematic for credibility assessment.

WHY IT MATTERS: These differences reveal that Daryo89® exists primarily as self-defined brand territory with minimal external corroboration. Optimistic assessments (Gemini, ChatGPT) accept the claimed credentials at face value; cautious ones (Perplexity, Claude) flag this as a significant vulnerability. For your business, the consensus on low citation share is actionable: the four assistants uniformly identify the same gap. The divergence on sentiment suggests that third-party credibility infrastructure-published case studies, verified reviews on established platforms, and earned media mentions-would resolve uncertainty across AI systems. Prioritize building this external validation over expanding service claims.

MARKET COMPARISON & LOCATION VERIFICATION

Location verified: the address stated on the website (Upper Cambourne CB23 6JZ) matches the Companies House registered office. The local comparison below therefore reflects the verified location, alongside the national comparison.

LOCAL MARKET - VERIFIED LOCATION

The 10 nearest competing businesses in the same category (Google Places: "digital marketing agency in Upper Cambourne") - who competes locally versus who the AI assistants actually recommend.

1. Clickscope Digital 5* (40 reviews)
9 Hills Rd, Cambridge CB2 1GE
2. GoBig Digital Ltd 5* (48 reviews)
Devonshire Business Centre, Letchworth Garden City SG6 1GJ
3. Woo Digital 360 5* (2 reviews)
12 Crow Hill Ln, Great Cambourne, Cambourne, Cambridge CB23 5AW
4. The Cambridge Web Marketing Co. 5* (32 reviews)
26 Queensway, Cambridge CB2 8AY
5. CJ Scott - Digital Marketing & SEO 5* (18 reviews)
4 Park Ave, Histon, Cambridge CB24 9JU
6. Simon Clark t/a SDC Digital 5* (25 reviews)
3a Tudor Rd, Godmanchester, Huntingdon PE29 2EA
7. Honest Ideas 5* (18 reviews)
33a Bridge St, Cambridge CB2 1UW
8. Cambridge Creative 5* (15 reviews)
46a Whittlesford Rd, Little Shelford, Cambridge CB22 5EW
9. We Get Digital 5* (127 reviews)
56 Jackman's Pl, Letchworth Garden City SG6 1RH
10. Relton Digital Marketing 5* (86 reviews)



Suite 22, Cedarwood House, Blackhorse Rd, Letchworth Garden City SG6 1HB

How the brand compares locally

Daryo89 Ltd positions itself as a boutique digital architecture and growth consultancy specializing in Sovereign Digital Assets, Generative Engine Optimization, and zero-latency infrastructure for enterprise clients. Within this specific competitor set, Daryo89 faces a paradox: it claims deep technical expertise and enterprise credentials, yet operates with almost zero third-party review visibility outside its own properties. Clickscope Digital has established itself as Cambridge's premier PPC advertising agency with data-driven campaigns, and is highly praised for expertise in digital marketing, particularly Google Ads and SEO, with clients appreciating their hands-on approach and tailored strategies. The Cambridge Web Marketing Co. holds a 5-star rating with 34 reviews, demonstrating sustained local trust accumulation since establishment in 2001. GoBig Digital has built reputation through solicitors' firms and trade businesses, with clients reporting immediate rush in enquiries and transformed SEO performance. Unlike these peers, Daryo89 lacks verifiable presence on established local review platforms (Trustindex, Birdeye, Google verified reviews), third-party agency directories with substantiated testimonials, or local media mentions. The gap AI assistants identify stems not from service quality but from citation infrastructure: competitors appear on verified directories, aggregator sites, and independent review platforms that AI systems can reference as authoritative corroboration, while Daryo89 exists primarily as self-authored content on its own domain. Potential clients seeking validation through multiple independent sources find competitors easier to verify, even when Daryo89's technical claims may be equivalent.

Advice for the local market

Build immediate local review velocity by (1) launching a structured Google Business Profile review campaign targeting existing clients with documented project outcomes-plumbing, dental, e-commerce case studies mentioned on your portfolio should each generate solicited, timestamped reviews within the next 60 days, creating fresh indexable social proof that AI citation systems can trace; (2) secure consistent local citations across Trustindex, Birdeye, and UpCity, ensuring your Upper Cambourne address, AXA insurance, and ICO registration are verified on these platforms rather than claimed only on your site, so that when customers search "digital marketing Cambridge" or "web design Cambourne," these directories surface your credentials alongside competitors like The Cambridge Web Marketing Co.; (3) create hyperlocal service pages optimised for "digital marketing Cambourne," "web design Upper Cambourne," and "Cambridge SEO for law firms," each linked to location-specific content blocks mentioning Cambridgeshire postcodes (CB23 6JZ, CB1, CB4) and regional business sectors (Cambridge law firms, biotech consulting, Science Park-based companies), allowing both local search and AI assistants to associate you with geographic specificity where competitors currently dominate through brand familiarity alone.

NATIONAL MARKET & COMPETITOR ANALYSIS

The 10 most prominent providers in the same niche across the UK - the recognised names AI assistants tend to reference - versus this brand.

1. Brainlabs (brainlabs.com)
2. Jellyfish (jellyfish.com)
3. Impression (impression.co.uk)
4. Builtvisible (builtvisible.com)
5. Merkle (merkleinc.com)
6. Accenture Interactive (accenture.com)
7. Deloitte Digital (www2.deloitte.com)
8. PwC Digital (pwc.co.uk)
9. Digitas UK (digitas.com)
10. Croud (croud.com)

How the brand compares nationally

Daryo89 occupies genuinely distinctive territory within this competitive set by focusing on Generative Engine Optimization and Sovereign Digital Assets-capabilities that none of the listed competitors publicly emphasize or market as core offerings. While Brainlabs, Jellyfish, Impression, and Merkle dominate the national conversation around programmatic advertising, media



planning, and performance marketing through consistent third-party coverage and established case study libraries, Daryo89 remains largely invisible in the same recommendation infrastructure that surfaces these names. The gap is not one of service quality but of external validation: these ten competitors benefit from years of earned media mentions, industry awards, verified client testimonials on established platforms, and integration into AI training data through published thought leadership. Daryo89's differentiation-its focus on AI-driven B2B services for professional services and law firms-is genuine and potentially defensible, but it exists primarily as self-defined brand territory rather than externally corroborated expertise. The consensus across AI assistants is unanimous on this: low citation share in answer spaces, minimal independent verification, and reliance on homepage claims rather than third-party infrastructure. These competitors look stronger not because their services are better, but because they have built credibility scaffolding that AI systems actually cite when recommending national providers.

Advice for national scale

Daryo89 must immediately prioritize three interconnected moves to compete at national scale. First, publish three to five detailed case studies with law firms or professional services clients showing measurable business outcomes-revenue impact, efficiency gains, or competitive advantage-and distribute these through legal and professional services trade publications where they will be indexed and cited by AI systems researching agency recommendations. Second, secure thought leadership placements in authoritative outlets like Legal Week, Financial Times Digital, and management consulting publications with bylined articles on Generative Engine Optimization, AI in legal services, or sovereign data strategies; these placements create the citation infrastructure that differentiates national providers from self-described ones. Third, pursue relevant industry recognition such as Legal Sector Awards or Digital Innovation Awards that carry third-party credibility, then amplify these wins through structured press releases that embed them into search and AI indexing. This external validation layer will shift how AI assistants position Daryo89 relative to this specific set from cautious-to-neutral to genuinely competitive.

AI-VISIBILITY TREND

Date (UTC)	AI Readiness	GEO	SEO	Non-branded	All questions
2026-07-16 14:48:43	97	100	100	0%	9%
2026-07-16 18:05:22	96	100	100	0%	9%
2026-07-19 16:36:18	97	100	100	0%	9%
2026-07-22 07:16:09	96	100	100	0%	7%
2026-07-22 13:37:24	96	100	100	0%	9%
2026-07-22 14:32:44	96	100	100	0%	9%

WHAT TO DO NEXT

Fix the red items first - the gains compound, because AI engines reward sites that are fast, secure, well-structured and clearly described all at once. These layers are most effective when engineered together rather than in isolation. Daryo89 Ltd builds exactly this as a single system: sovereign architecture, Generative Engine Optimization and WebMCP pipelines, and AI Search Optimization. To turn this report into a prioritised action plan, book a Strategic Blueprint Session at daryo89.com.