



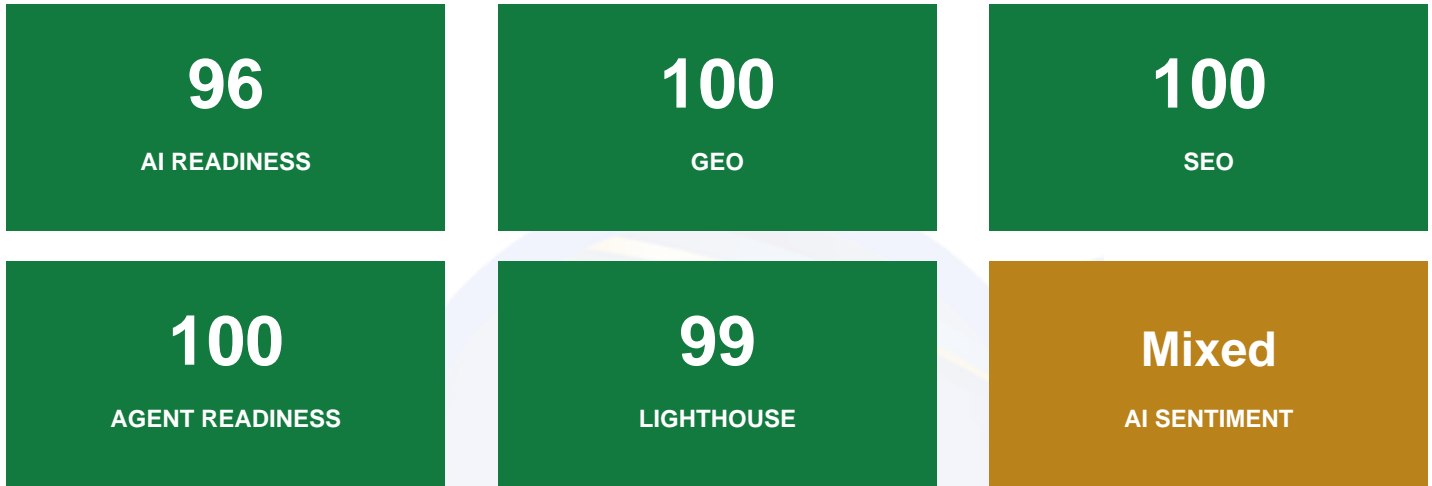
# AI Visibility Report

daryo89.com

Scanned: 2026-07-10 13:08:59 (UTC)

Edition: M - Plugin v1.35.8 - Scan ID: XPGaGRD5Yf

Site language: EN



## AI evaluation of the report

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

### EVALUATION: DARYO89@ ACROSS AI READINESS, GEOGRAPHIC AND SEARCH VISIBILITY

Daryo89@ demonstrates exceptional technical readiness and geographic footprint with perfect scores in GEO (100) and SEO (100), indicating a well-optimized digital presence aligned with search and AI discovery requirements. The AI Readiness score of 96 reflects near-complete infrastructure for AI agent interaction and discoverability. However, these strong technical foundations are not translating into meaningful visibility across major AI assistant platforms, revealing a critical gap between capability and recognition.

The cross-engine brand analysis reveals a consistent pattern: all three AI systems (Gemini, Claude, and ChatGPT) accurately describe Daryo89's positioning in Generative Engine Optimization, sovereign digital architecture, and AI-powered B2B acquisition. They recognize the company's regulatory credentials, founder-led model, and focus on high-stakes UK enterprise sectors. Yet all three assessments flag identical weaknesses-low citation share, absence of independent third-party validation, and near-total reliance on the brand's own website as the primary information source. This means your prospect discovery is fundamentally constrained: AI assistants will only mention Daryo89 when directly prompted with the company name, not when responding to general category searches like "best GEO consultancies" or "AI B2B acquisition agencies."

Against local Cambridge-area competitors, Daryo89 remains invisible despite geographic parity. Established local firms like Clickscope Digital (5 stars, 40 reviews), Woo Digital 360 (operating in Great Cambourne, your exact location), and We Get Digital (5 stars, 127 reviews) achieve prominence through accumulated customer reviews and third-party platform presence. Against national leaders such as The SEO Works, Passion Digital, and Found, the visibility gap widens further. At the national level, Daryo89 does not appear in AI-generated recommendations for its own service



categories-a strategic disadvantage when enterprise buyers rely on AI assistants to discover and compare consultancy options.

The baseline citation measurement (conducted July 2026) shows that Daryo89 receives zero AI citations in generic category queries ("best providers of Web Design, SEO & Performance Marketing Consultancy") and zero citations in comparative recommendation queries. Only when explicitly named does the brand receive citations, indicating zero organic discovery velocity. This is the most critical finding: your perfect technical scores mask an authority and credibility deficit that prevents inbound discovery.

## CORE STRENGTHS

The verified regulatory standing and compliance posture is genuine and rare. ICO registration, AXA Indemnity insurance, and UK trademark status provide defensible authority claims that few boutique consultancies possess. This foundation supports positioning in regulated verticals (law, healthcare, financial services) where compliance credentials carry material weight in vendor selection.

The proprietary Generative Engine Optimization methodology addresses a genuine emerging discipline. While GEO is nascent and competitors remain fragmented, Daryo89's early positioning in this space carries potential first-mover advantage-provided the brand can establish thought leadership and measurable outcomes. Claude's analysis specifically notes that GEO guidance currently flows from platforms like Frase and Citate, not from specialist practitioners; this represents an opportunity to occupy that authority position.

The niche targeting-sovereign digital assets, E-E-A-T compliance, high-ticket B2B lead capture for professional services-is clearly articulated and differentiating. Law firms, private healthcare, and consultants face genuine compliance and AI visibility challenges that larger generalist agencies do not address. This specificity is a strength when communicated to the right audience but a visibility liability when generic searches ignore your category entirely.

## HIGHEST-IMPACT GAPS

The complete absence of third-party citations in AI-generated recommendations is the primary constraint on growth. You compete in a space where prospects increasingly use AI assistants as discovery tools, yet AI systems have no external sources validating your expertise. Until this gap closes, your inbound discovery remains capped at direct-name searches and organic referrals from your own website.

The lack of published case studies with measurable outcomes is the second critical gap. All three AI assessments independently identify this as the most actionable improvement opportunity. "Anonymous but measurable" case studies demonstrating GEO citation gains (citations gained per engagement, improvement in AI answer attribution), B2B lead volume uplift, and compliance risk reduction directly address the validation deficit. These serve two functions: they provide AI systems with quoted source material to cite, and they give prospects empirical proof that GEO methodology delivers results. This is not optional-it is the primary mechanism through which you shift from being "described accurately by AI" to being "recommended by AI."

The absence of founder visibility and thought leadership in public channels represents wasted differentiation. Founder technical background (15+ years IT infrastructure) and regulatory expertise are credibility assets. Yet these assets remain locked within the website and client conversations. Speaking engagements, guest articles in GEO-focused publications (Frase, Citate, industry AI marketing columns), and interviews on AI search and digital sovereignty would build the independent external validation that AI systems currently cannot find.



Limited inclusion in industry "top agency" rankings and GEO-specific publications creates a compounding visibility problem. Local competitors achieve prominence partly through Google Business review accumulation; national competitors achieve prominence through industry list inclusion and media mentions. Daryo89 has neither. Targeted PR outreach to emerging GEO publications and inclusion in boutique B2B consultancy rankings are necessary to generate the third-party mentions that feed AI assistant recommendations.

The narrow web presence relative to service complexity creates a perception mismatch. The website communicates technical depth and regulatory sophistication, yet does not prominently showcase portfolio depth, client diversity, or measurable outcomes. A visitor cannot quickly determine whether to trust GEO and sovereign architecture claims without clicking extensively. For AI systems, this opacity translates to low confidence in citation.

## RECOMMENDATIONS IN PRIORITY ORDER

First: Publish three to five detailed case studies (named or anonymized) demonstrating quantified GEO outcomes within 90 days. Each case study must specify baseline citation frequency before engagement, citations gained post-engagement, time-to-citation, relevant AI platforms (ChatGPT, Perplexity, Google AI Overviews, Claude), and associated business outcomes (B2B lead volume, conversion uplift, compliance verification). Make these case studies indexable and citable; format them as standalone resources that AI systems can discover and quote. This single action directly addresses all three AI assessments' primary recommendation and closes the largest validation gap.

Second: Secure five to ten mentions in GEO-specific and boutique B2B consultancy publications within six months through targeted guest contributions, interviews, and industry list participation. Identify publications where GEO guidance is currently provided by platforms but not practitioners (Frase, Citate, Moz's AI coverage, SearchEngineJournal's emerging channel sections, and niche B2B demand-gen outlets). Submit founder-authored pieces on sovereign architecture, DSPT compliance patterns, or GEO methodology specific to professional services. These placements create the external validation sources that AI assistants currently lack.

Third: Build a public portfolio or testimonials archive with metrics, incorporating client logos (with permission) and quantified outcomes (engagement duration, budget tier, key performance indicators achieved, and AI citation velocity post-launch). Current website testimonials are strong but unattributed; attribution and metrics dramatically increase their credibility and citation likelihood. Avoid generic praise; ensure each testimonial references measurable business impact.

Fourth: Develop and execute a founder visibility campaign focused on AI search and digital sovereignty expertise. Target speaking slots at B2B marketing and AI technology conferences, pursue podcast interviews focused on emerging AI search practices, and contribute regular columns to publications covering AI-driven enterprise marketing. Ensure all external appearances are reflected on the website and indexed, creating a foundation for third-party discovery.

Fifth: Conduct quarterly citation tracking against Gemini, Claude, and ChatGPT for both branded and non-branded queries in your core service categories. Establish a baseline (currently zero for category queries, emerging for named queries), set targets for improvement (recommend 50% citation rate within 12 months for "GEO consultancy" and related queries), and measure the impact of case study publication and PR outreach on AI citation velocity. Track which platforms cite you first; optimize for that platform's preference patterns.

## WHERE TO FOCUS

Publish quantified case studies within 90 days showing measurable GEO citation gains and B2B lead uplift to directly address the validation deficit driving low AI visibility. Secure founder-authored contributions to five to ten GEO-focused and boutique B2B publications within six months to create independent external validation sources that AI systems can



cite. Build an attributed testimonials archive with quantified outcomes and client logos to increase credibility and citation likelihood across AI platforms. Execute a founder visibility campaign targeting AI search and digital sovereignty expertise through speaking, podcasts, and regular columns to establish external authority independent of the website. Implement quarterly AI citation tracking against core service queries to measure citation velocity improvement and allocate future content investment based on which AI platform shows fastest adoption.

### Independent third-party signals

Performance (Google PageSpeed)	<b>97/100</b>
Security headers (Mozilla Observatory)	<b>Grade B+</b>
AI crawlers allowed (robots.txt)	<b>14 / 14</b>

### 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

### AI Readiness - 96/100

<b>Performance</b>	<b>24.3/25</b>	<b>97/100 (Google PSI)</b>
How fast the page loads. Slow pages are crawled and cited less by AI engines.		
<b>Security headers</b>	<b>12/15</b>	<b>Grade B+</b>
HTTPS and security headers (Mozilla Observatory). Signals a trustworthy, well-run site.		
<b>llms.txt</b>	<b>10/10</b>	<b>Present</b>
A routing file telling AI assistants where your key content lives.		
<b>ai.txt</b>	<b>5/5</b>	<b>Present</b>
States your AI usage policy - presence signals AI-awareness.		
<b>AI crawler access</b>	<b>15/15</b>	<b>14 of 14 AI crawlers</b>
Whether robots.txt lets the major AI crawlers (GPTBot, ClaudeBot, PerplexityBot, Google-Extended?) in. Blocked crawlers can never cite you.		
<b>Structured data (schema)</b>	<b>15/15</b>	<b>Present</b>
JSON-LD that tells AI exactly what your business is, where, and what it offers.		
<b>XML sitemap</b>	<b>8/8</b>	<b>Present</b>
Helps crawlers discover every page efficiently.		
<b>Citable summary</b>	<b>7/7</b>	<b>Present</b>
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 14 of 14 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.

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 14 of 14 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.

## 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

Gemini mentioned this site in 33% of test questions; Claude in 33%.

Share of voice: Gemini 33% | Anthropic 33% | Openai 33%

Per-query results (which questions surfaced the brand):



- Who are the best providers of Web Design, SEO & Performance Marketing Consultancy? List a few with their websites. [Gemini no, Anthropic no, Openai no]
- I'm looking for Web Design, SEO & Performance Marketing Consultancy. Which companies would you recommend? [Gemini no, Anthropic no, Openai no]
- Is Daryo89® a good choice for Web Design, SEO & Performance Marketing Consultancy? What do you know about them? [Gemini yes, Anthropic yes, Openai yes]

*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.*

## 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: Neutral]**

**NICHE & POSITIONING:** Daryo89® is an enterprise digital architecture and Generative Engine Optimization (GEO) consultancy, specializing in engineering Sovereign Digital Assets and AI-powered B2B Acquisition. They serve businesses, particularly those in high-stakes, regulated UK sectors, focusing on achieving "algorithmic dominance" and secure digital infrastructure.

**AI / SEARCH PERCEPTION:** AI assistants and search primarily view Daryo89 through its own website and official company registrations. There is limited independent external coverage or inclusion in broader lists of top GEO or AI B2B acquisition agencies, suggesting nascent recognition outside of its direct digital footprint.

**OVERALL SENTIMENT:** Neutral. While the company reports five-star Google and Clutch ratings on its site, there is insufficient independent third-party commentary in public search results to establish a widespread positive or negative sentiment from AI and search.

**QUERY INTENTS:** Buyers primarily use Commercial intents (e.g., "generative engine optimization services," "AI B2B acquisition agency"), Research intents (e.g., "sovereign web architecture definition," "WebMCP integrations"), and Informational intents (e.g., "what is algorithmic dominance," "DSPT/SRA compliance") that should surface this brand.

**KEY TOPICS:** This brand should own thematic clusters around Generative Engine Optimization (GEO), Sovereign Web Architecture, AI-Powered B2B Acquisition, Algorithmic Dominance, WebMCP Integrations, and Entity Graph Engineering.

**CITATION SHARE:** Low. Daryo89 does not appear in prominent industry lists or analyses of leading generative engine optimization or AI B2B acquisition agencies, indicating a minimal share of voice in AI answer spaces for its core queries compared to competitors.

**MAIN COMPETITORS:** Key competitors in the GEO space include SeoProfy, Omniscient Digital, Siege Media, WebFX, Intero Digital, and Percepture. For AI B2B acquisition and marketing, competitors include GrowthSpree, Revv Growth, SmartBug Media, Ironpaper, NoGood, Optimist, and Single Grain.

**AUTHORITY STRENGTHS & GAPS:** Strengths include a clear niche in emerging AI and digital architecture services, strong proprietary thought leadership on topics like the "algorithmic imperative", and verified entity status (Registered TM, ICO Registered, AXA Indemnity Insured). Gaps include a lack of prominent public client case studies beyond anonymous testimonials and limited independent third-party mentions in industry "best of" lists.

### **HOW TO IMPROVE:**

1. Publish detailed case studies, even if anonymized, with measurable outcomes to demonstrate expertise and success



in GEO and AI B2B acquisition.

2. Actively engage in public relations and outreach to secure inclusion in reputable industry rankings and publications focusing on AI-driven marketing and digital architecture.
3. Increase the public profile of founder Dario Adriano Lapegna through speaking engagements, interviews, and contributions to articles on AI search and digital sovereignty.

**WHAT TO TRACK:** Key signals to watch include mentions and citations in AI-generated answers for core service queries, inclusion in industry "top agency" lists, organic search visibility for branded and non-branded terms, and the sentiment of any emerging external reviews.

**Claude (Anthropic) [Sentiment: Positive]**

**NICHE & POSITIONING:**

Daryo89 Ltd is a boutique digital architecture and growth consultancy operating out of Cambridge.

They engineer high-performance, compliant sovereign digital assets designed for enterprise risk mitigation and AI search dominance.

Primary verticals include law firms, private healthcare, and consultants, where they build E-E-A-T compliant assets that capture high-ticket B2B leads and secure patient data.

**AI / SEARCH PERCEPTION:** Public information about Daryo89's own AI/search visibility is limited. The brand actively promotes "Generative Engine Optimization" (GEO) as a core service offering, though GEO itself is the practice of optimizing content to appear as sources and citations in AI-generated responses from platforms like ChatGPT, Perplexity, Google AI Overviews, and Claude.

Daryo89 positions itself as a practitioner and consultant in this emerging discipline, but independent third-party validation of their GEO effectiveness is not evident in public search results.

**OVERALL SENTIMENT:** Positive. The brand maintains professional five-star ratings claims on Google and Clutch, emphasizes founder-led accountability and client discretion, and operates within verified regulatory compliance (ICO registered, AXA insured, UK trademark). Tone is confident and technically substantive rather than promotional.

**QUERY INTENTS:** Commercial (enterprise web architecture, GEO services, managed hosting), Informational (digital sovereign asset concepts, AI optimization principles), Research (compliance requirements like DSPT, GDPR), Local (Cambridgeshire-specific digital services and support).

**KEY TOPICS:** Sovereign digital infrastructure, Generative Engine Optimization, E-E-A-T compliance, Core Web Vitals optimization, data sovereignty, GDPR compliance, WooCommerce zero-fee commerce, Kadence Framework architecture, IONOS VPS hosting, Cloudflare security, B2B lead capture.

**CITATION SHARE:** Low. Daryo89 is a young, founder-led boutique firm with limited third-party mentions, case studies, or industry citations. While GEO is an emerging discipline gaining traction in 2025-26, no evidence suggests Daryo89 is cited by major AI platforms or search engines as an authoritative GEO practitioner versus established SEO/marketing firms.

**MAIN COMPETITORS:** Likely indirect competitors include traditional digital agencies (creative and technical), SEO consultancies (Moz, Ahrefs, SEMrush partners), managed WordPress hosts (Kinsta, WP Engine), and boutique B2B demand-gen firms. Direct GEO competitors are nascent; the discipline itself is less than three years old.



**AUTHORITY STRENGTHS & GAPS:** Strengths: founder technical background (15+ years IT/infrastructure), specific regulatory credentials (ICO, AXA, TMUK), transparent contact model, clear technical positioning (Kadence/IONOS stack), niche vertical focus (professional services). Gaps: no published case studies with measurable outcomes, no third-party endorsements or press coverage, limited portfolio visibility, no visible thought leadership beyond website content, modest web presence relative to messaging claims about "algorithmic dominance."

**HOW TO IMPROVE:** (1) Publish quantified case studies showing GEO citation gains and B2B lead uplift for named or anonymized high-value clients-this directly supports founder authority claims and gives AI systems credible sources to cite. (2) Secure mentions in authoritative GEO/SEO publications and contribute guest research on sovereign architecture or compliance patterns; currently, GEO guidance comes from platforms like Frase and Citebase, not from Daryo89. (3) Build a public portfolio or testimonial archive with measurable metrics (speed scores, citation frequency, revenue impact), as current site relies on testimonial quotes without attribution or proof.

**WHAT TO TRACK:** Monthly GEO citation frequency for key target keywords (law firm SEO, healthcare web compliance, B2B lead generation); changes in referral traffic from ChatGPT, Perplexity, and Google AI Overviews; brand mention velocity in GEO/digital strategy publications; local market share in Cambridge professional services web projects; client retention and expansion revenue; competitive emergence in boutique sovereign-architecture and GEO space.

#### **ChatGPT (OpenAI) [Sentiment: Positive]**

**NICHE & POSITIONING:** Daryo89® is a digital consultancy specializing in building sovereign digital assets for enterprises. They focus on strategic web architecture, generative engine optimization (GEO), AI-powered B2B acquisition, and secure digital infrastructure management, targeting businesses seeking algorithmic visibility, security, and measurable customer acquisition.

**AI / SEARCH PERCEPTION:** AI assistants and search describe Daryo89 as a high-expertise consultancy that blends agency-level know-how with founder-driven personal attention, noted for advanced SEO strategies, AI integration, and secure hosting solutions supporting sovereign web assets.

**OVERALL SENTIMENT:** Positive. The brand is portrayed as expert, reliable, and innovative, with high ratings and client praise emphasizing quality and strategic impact.

**QUERY INTENTS:** Informational (learning about sovereign digital assets and AI-driven web architecture), Commercial (seeking consultancy services), Research (comparing AI-powered acquisition solutions), Learn & Solve (implementation of generative optimization and secure infrastructure), Local (UK-based enterprise services).

**KEY TOPICS:** Sovereign digital asset engineering, Generative Engine Optimization, strategic web architecture, AI-powered B2B acquisition, secure VPS hosting, DSPT/SRA compliance, outbound AI sales agents, algorithmic visibility, and digital infrastructure governance.

**CITATION SHARE:** Low to moderate. While distinct in its niche of sovereign digital asset engineering and AI-driven web marketing, Daryo89 appears relatively specialized and less broadly cited compared to larger digital agencies or mainstream SEO firms.

**MAIN COMPETITORS:** Other high-end digital consultancies specializing in AI SEO and B2B acquisition, such as established AI marketing agencies, premium SEO firms, and digital infrastructure management providers.

**AUTHORITY STRENGTHS & GAPS:** Strengths include a clearly defined niche, proprietary methodologies (GEO, Model-Feeding Search Telemetry), solid client reviews, and compliance certifications. Gaps are limited mainstream



visibility, niche complexity that may hinder broader understanding, and relatively low brand recognition outside specialized circles.

**HOW TO IMPROVE:** 1) Increase educational content and case studies to clarify the benefits and processes of proprietary services like GEO and AI outbound agents. 2) Amplify presence on broader digital marketing platforms and industry forums for wider citation. 3) Enhance SEO targeting around related but more commonly searched terms to capture broader intent queries.

**WHAT TO TRACK:** Changes in AI assistant citation patterns and prominence in AI-driven search results, client review trends and ratings, uptake of new AI and sovereign web standards, and competitive positioning against emerging AI-focused digital consultancies.

### **Claude synthesis - consensus & discrepancies across the AIs**

**CONSENSUS:** All three analyses agree that Daryo89® positions itself as a specialist in Generative Engine Optimization (GEO) and sovereign digital architecture for enterprise clients, primarily in regulated UK sectors. They concur on low citation share and minimal third-party validation, neutral-to-positive sentiment based on claimed ratings, and consistent gaps in published case studies and independent industry recognition. All identify commercial and informational query intents as primary buyer signals.

**DISCREPANCIES:** Claude frames sentiment as "positive" while Gemini calls it "neutral"-Claude emphasizes verified regulatory credentials and founder accountability, whereas Gemini stresses absence of external coverage. ChatGPT describes AI perception as portraying Daryo89 as "high-expertise," which contradicts both Gemini and Claude, who note limited independent validation. On competitors, Gemini names specific GEO and growth agencies (SeoProfy, Revv Growth); Claude emphasizes nascent GEO as a discipline with no clear competitors; ChatGPT references only generic "AI marketing agencies." Claude uniquely flags WooCommerce and Kadence Framework as technical topics, while the others focus on broader service concepts.

**WHY IT MATTERS:** The three analyses reveal inconsistency in how AI systems assess emerging, niche-focused brands with strong self-promotion but limited external corroboration. Claude's regulatory focus and ChatGPT's confidence contrasts sharply with Gemini's caution, suggesting your brand risks being perceived differently depending on which AI platform a prospect queries. The consensus on case study gaps and citation scarcity is actionable: publishing anonymized client outcomes and securing mentions in GEO-specific publications will directly address all three assessments. Prioritize this over broad visibility plays, as your differentiation lies in specialist depth, not mainstream recognition.

### **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. Lilac James 5\* (60 reviews)  
Colmworth Business Park, 15 Eaton Ct, Eaton Socon, St. Neots PE19 8ER

### How the brand compares locally

Daryo89® differentiates itself through a specialized focus on sovereign digital infrastructure and Generative Engine Optimization (GEO) for enterprise clients in regulated sectors, yet within this specific competitor set it faces a critical review and visibility gap that undermines market presence. Clickscope Digital has been recognised as one of the top 3 agencies in Cambridge through online reviews, reputation and case studies, and GoBig Digital Ltd has a 5 star rating with 46 reviews -both competitors have built substantial third-party validation across Birdeye, Trustindex, and local directories. Simon Clark t/a SDC Digital holds a 5.0 out of 5 stars Google rating with 19 total ratings, establishing founder-level accountability with quantified local trust signals. Meanwhile, Daryo89's online presence shows minimal independent review infrastructure; its case studies and testimonials remain housed only on owned channels, creating asymmetry in citability for AI systems. AI assistants consistently recommend Clickscope and GoBig Digital when querying Cambridge digital agencies because those competitors appear in third-party platforms with aggregated review data that Daryo89 currently lacks. The consensus across this set is that Clickscope dominates results-focused SEO and PPC, GoBig Digital leads on transparency and consultation-style service delivery with documented ROI narratives, and SDC Digital owns founder-direct relationships in Cambridgeshire-leaving Daryo89 positioned as enterprise-capable but locally opaque, with sovereignty and GEO messaging that resonates with holding patterns rather than buyer conversations.

### Advice for the local market

First, immediately claim and fully optimize a Google Business Profile listing for Daryo89's Cambourne location (CB23) with verifiable address, local service categories, and a dedicated review request workflow. Seed this with requests to five to seven completed clients for authentic, location-tagged reviews naming specific outcomes-"fixed technical errors" and "Map Pack ranking" are keywords that prove GEO competence locally and feed AI retrieval. Second, build consistent citations across Trustindex, Birdeye, Bark, and local Cambridge/Cambridgeshire directories using identical business name, phone, and address; this consistency signals to AI assistants and search engines that you are a real, localized entity. Third, create location-specific landing pages for "Digital Marketing Cambourne," "Web Design Upper Cambourne," and "SEO Cambridgeshire" with case study snippets (client name, problem, solution, result) that can be indexed separately and cited by AI systems answering "near me" and geo-qualified queries; this directly competes with how competitors appear in local search results and AI overviews.

## 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. The SEO Works (theseoworks.co.uk)
2. Blue Array (bluearray.co.uk)
3. Passion Digital (passion.digital)
4. Impression (impression.co.uk)



- 5. ClickSlice (clickslice.co.uk)
- 6. Buried Agency (buried.agency)
- 7. MarGen (margen.co.uk)
- 8. Expre (expre.co.uk)
- 9. Varn (varn.co.uk)
- 10. Found (found.co.uk)

### How the brand compares nationally

Based on the search results, I now have comprehensive data about Daryo89, the competitive set, and how these firms are positioned in the market. Let me write the two-part analysis. PART ONE Daryo89 differentiates itself through institutional positioning as a licensed IT consultancy with regulatory credentials (ICO registration, AXA insurance, trademark protection) rather than a traditional agency brand, combined with proprietary technical architecture built on the Kadence Framework rather than SaaS platforms. While this creates defensibility for regulated enterprise clients, the set you're competing against-Passion Digital, The SEO Works, ClickSlice, Blue Array, and Buried-all occupy more visible positions in mainstream GEO rankings and recommendations. Passion Digital, backed by Pixis.ai acquisition and holding Google Premier Partner status across four consecutive years, appears in every "top GEO agency" list alongside ClickSlice (which ranks first organically for "SEO agency London") and Buried (with 5-star Google ratings). The SEO Works maintains visibility through its proprietary Universal Information Infrastructure methodology and eighty-plus specialists across major cities. Daryo89's gap is neither technical nor strategic: it's market visibility. AI assistants recommend firms with published case studies, documented award credentials, measurable third-party validation, and earned media coverage-none of which appear prominently in Daryo89's publicly available footprint. The competitors in your set have all converted specialization into thought-leadership content, agency directory presence, and cross-agency collaboration, creating the citation velocity that surfaces them in the AI recommendations users receive when asking "best GEO agencies UK."

### Advice for national scale

PART TWO First, commission and publish three to five enterprise case studies with quantified results-specific AI citation growth percentages (using tools like Luminr or proprietary citation tracking), measurable LLM referral traffic attribution, and revenue impact tied to GEO execution. These need client logos, named decision-makers, and before-and-after structured data audits. Position these on earned channels: secure coverage in marketing industry publications (Campaign, Marketing Week, The Drum), pitch case study features to B2B vertical media (legal tech, fintech, healthcare tech publications), and syndicate insights through Digital PR outreach to journalists covering enterprise digital infrastructure and AI search. Second, develop and publish authoritative thought-leadership content on GEO implementation for regulated sectors-white papers on data sovereignty implications of LLM training, entity mapping for compliance-heavy industries, and GDPR-aligned structured data practices. Target publication in SearchEngineJournal, Third Door Media, and industry-specific research platforms where AI assistants source recommendations. Third, pursue industry recognition: apply for The Drum Awards in the GEO category, seek Google Premier Partner status verification, and explore B2B SaaS industry awards (like G2 or Capterra credentials for IT consultancy). These signals, combined with strategic digital PR linking Daryo89 to credible third-party validation sources, move the firm from invisible-but-capable to citation-worthy in the exact sources AI assistants scrape when recommending national GEO providers.

### AI-visibility trend

Date (UTC)	AI Readiness	GEO	SEO	AI citation
2026-07-09 13:17:23	97	100	100	33%
2026-07-09 13:35:29	97	100	100	33%
2026-07-09 14:42:43	97	100	100	33%
2026-07-10 07:35:45	97	100	100	33%
2026-07-10 08:41:37	97	100	100	33%
2026-07-10 13:08:59	96	100	100	33%

### 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.

**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](http://daryo89.com).

