EXAMPLE REPORT · Quillwhistle Accountants is a fictional firm and every figure is invented to show the format.

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AI visibility report

Quillwhistle Accountants

November 2026 · prepared by Your Agency

Questions tracked: 8 · AI engines: Google Gemini (with Google Search) and OpenAI's GPT model

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1. Summary

We asked AI assistants the 8 questions Quillwhistle's customers are most likely to ask, once on each engine. This month Quillwhistle was **named in 6 of 16 answers**, up from 4 of 16 in October.

Named in	Google Gemini (with Google Search)	OpenAI's GPT model
6 of 16	**4 of 8**	**2 of 8**
▲ up from 4 of 16	▲ up from 3	▲ up from 1

Traffic light: Amber Named for charity questions in Bristol, but not yet for sole-trader or fixed-fee questions, where Harbourside Tax and Brightmoor Accounts are named instead.

What changed this month

- The new charity independent examination page is now used by Gemini, which named Quillwhistle first for that question.
- Fixed fees are now stated on the pricing page; Gemini named Quillwhistle third for "fixed fees" for the first time.
- The GPT model still mostly names older, better-known firms. It answers from what it already knows, so changes reach it slowly.

What we will do next month

- Add a sole-trader services page with prices and a short FAQ.
- Make the firm's address, phone and opening hours match on the website, Google Business Profile and the main directories.
- Ask three recent charity clients if they are happy to leave a review.

AI answers change from one ask to the next, so we report patterns over months, not single answers. Nobody can guarantee a place in an AI answer.

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2. Question by question

Each question was asked once on each engine in a clean session on 20 November 2026. "Position" is where Quillwhistle came in the list of firms the answer named.

	Question	Google Gemini (with Google Search)	OpenAI's GPT model
1	Which accountant in Bristol is good for a small charity?	**Yes · 3rd** Brightmoor Accounts, Kestrel & Lane, Quillwhistle	**Yes · 2nd** Kestrel & Lane, Quillwhistle, Brightmoor
2	Who can do an independent examination for a charity near Bristol?	**Yes · 1st** Quillwhistle, Fenwick Charity Accounts	**Yes · 3rd** Fenwick, Brightmoor, Quillwhistle
3	How much does a charity independent examination cost?	**No** No firms named (general advice)	**No** No firms named (general advice)
4	Best accountant for a sole trader builder in the Bristol area	**No** Harbourside Tax, Brightmoor Accounts	**No** Harbourside Tax
5	Do I need an accountant for a small charity?	**No** No firms named (general advice)	**No** No firms named (general advice)
6	Accountant in Bristol with fixed fees	**Yes · 3rd** Harbourside, Kestrel & Lane, Quillwhistle	**No** Harbourside Tax, Brightmoor
7	Who prepares charity accounts in the East Midlands?	**No** Fenwick Charity Accounts	**No** Fenwick Charity Accounts
8	What does an accountant charge for a small charity in Bristol?	**Yes · 2nd** Brightmoor, Quillwhistle	**No** No firms named (general advice)

Three questions are general advice: the assistants named no firms at all. They are still worth tracking, because an answer that cites a firm's guide can lead to it being named later.

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3. Who AI names instead

Every firm named across all 16 answers this month, most often first.

Firm	Times named (of 16)	
Brightmoor Accounts	6	
Quillwhistle Accountants (your client)	**6**	
Harbourside Tax	4	
Fenwick Charity Accounts	4	
Kestrel & Lane	3	

4. Sources Gemini used

When Gemini searches the web before it answers, it lists the pages it used. These are the sites it leaned on most this month.

Site	Answers that used it	What it means
A national charity regulator's guidance pages	4	Official guidance is trusted. Link to it from your charity pages.
Quillwhistle's own website	3	Up from 1 in October, after the new charity page.
A local business directory	3	Check the listing is complete and matches the website.
Brightmoor Accounts' website	2	Their fixed-fee table is clear and easy to quote.

In a real report these rows show the actual web addresses Gemini listed.

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5. Page scores

The pages that should answer these questions, scored by GEO Agency across seven areas (0 to 100). The scores are estimates of how easy a page is for an AI assistant to understand and quote.

Page	October	November	Main gap left
Charity accounts and independent examinations	48	**79** ▲	No named examiner or qualifications on the page
Prices	41	**66** ▲	Sole-trader prices missing
Home page	58	61	Says "accountants" but not which kinds of client

6. Work done this month

- Published a new page on charity independent examinations, with a plain answer at the top and five common questions.
- Added fixed prices for charity work to the prices page.
- Added structured data (Organization and Service) so assistants can read the firm's details and services.
- Corrected the firm's old phone number on two directory listings.

7. How we measure

- The same 8 questions every month, worded the way customers ask them.
- Google Gemini answers with Google Search switched on, so it can see recent changes to the website.
- OpenAI's GPT model (gpt-oss, run on Google Cloud) answers from what it already knows, without searching. This is not the ChatGPT app, but it shows what a well-known GPT model already "believes" about the market.
- Answers vary, so the headline is "named in X of Y answers", and the trend over several months matters more than one result.

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