NexGen Labs.

SAMPLE · FICTIONAL BUSINESS

AI VISIBILITY REPORT

Are you in the answer?

Fort Lantern House

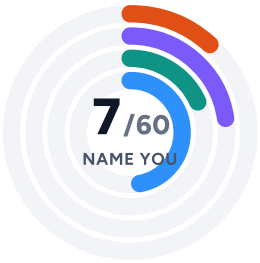
Boutique guesthouse · Galle Fort, Sri Lanka

Prepared for	Collected	Prepared by
fortlanternhouse.lk	4–6 October 2026	NexGen Labs, Colombo

AT A GLANCE

20 questions | 3 AI systems | 60 answers read | UK & Australia

AI finds you on narrow questions — but almost never on the ones that bring bookings.



- **Named in AI answers** — Out of 60 · section 01 — 12%
- **You vs the top house** — 7 answers vs 31 · section 03 — 23%
- **Technical checks passed** — 2 of 11 · section 05 — 18%
- **Mobile speed** — PageSpeed · section 05b — 47

Each ring is one part of the report. A full ring would mean nothing left to fix.

AI mention rate	AI recommends you	Best AI system	Mobile speed	Wrong facts repeated	Quick wins
12%	3%	4/20	47	3	3
7 of 60 answers	2 of 60 answers	Gemini · ChatGPT 2/20	PageSpeed, out of 100	Rooms, breakfast, hours	Fixable in one afternoon

11 TECHNICAL CHECKS — section 05

5 critical | 4 warnings | 2 ok

6 VISIBILITY SIGNALS — section 05

3 missing | 3 partial

Every section in one line

01 · Low
Where you stand
7 of 60
Named in 12% of answers, recommended in 3%.

02 · Weak
What the AI said
2 recommended
5 of your 7 mentions were afterthoughts.

03 · Behind
Who's named instead
31 vs 7
Lighthouse Lane (12) is beatable soon.

04 · Fix now
What AI gets wrong
3 errors
All traced to listings you control.

05 · Fix now
Why it's happening
0 of 6 good
Facts exist, but not in a readable form.

05b · Plan next
Technical detail
LCP 4.6 s
Slow on phones; Book page near-empty to AI.

06 · Ready
What to do
10 actions
7 are free; 3 take one afternoon.

Start here
One afternoon · nothing to spend

1 · 2 hours — Publish room rates as text

2 · 2 hours — Fix room count, breakfast, hours

3 · 2 hours — Correct three directory listings

SECTION ONE

01 Where you stand

Fort Lantern House was named in **7 of the 60 answers**. In 5 of those it was a passing mention. It was genuinely recommended — in a shortlist, with a reason to choose it — in **2**.

7/60

ANSWERS THAT NAMED YOU

12% of answers

2/60

ANSWERS THAT RECOMMENDED YOU

3% of answers

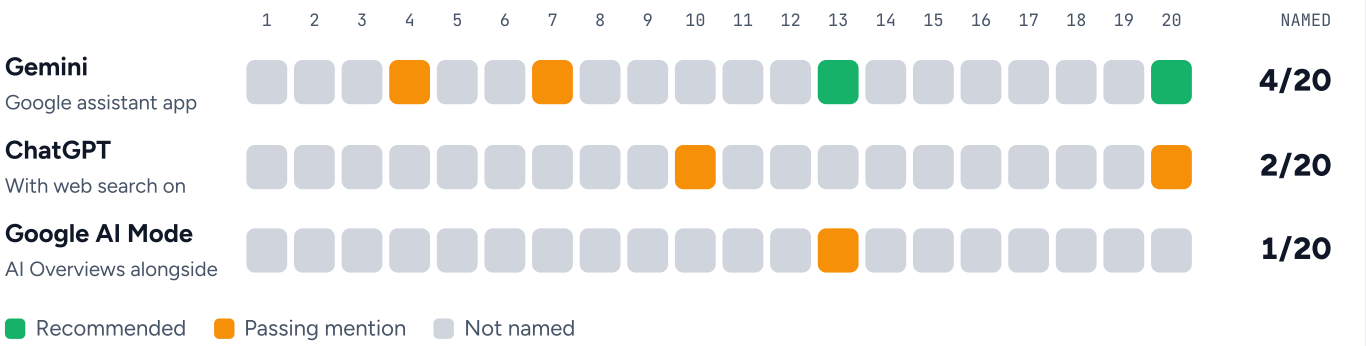
53/60

ANSWERS WHERE YOU DID NOT APPEAR

88% of answers

Every answer, by system

Twenty questions × three systems. Each square is one answer — read across to see which questions each system named you on.



The short version: you exist as a map listing, and barely exist as a written-about place. That is fixable, and it is the thread running through the rest of this report.

Where you were named, and where you weren't

Across twenty questions, a clear line separates the two groups.

You appeared on questions like

- "Galle Fort boutique hotels with ten rooms or fewer"
- "Heritage buildings converted to hotels in Galle Fort"
- "Galle Fort guesthouses that take walk-ins"

Narrow · specific · few candidates

You were absent from questions like

- "Best boutique hotels inside Galle Fort"
- "Where to stay in Galle Fort for an anniversary"
- "Best value places to stay in Galle Fort"
- "Small hotels in Galle with character under $150 a night"

Broad · high-volume · where bookings are

SECTION TWO · THE PROOF

02 What the AI actually said

Word for word, as it came back. Your name — or the line that matters — is marked **like this**. All sixty answers are in the evidence pack — these are the ones that matter.

Three answers that tell the story

Read across each row: the verdict, the question and the key line, then what it means for you. The full answer and its screenshot ID are one click away.

Recommended you · 2 answers (1 shown)

Recommended

Gemini

UK · 5 Oct 2026

Q20 Boutique hotels in Galle Fort with ten rooms or fewer?

> "... **Fort Lantern House** is one of the smallest, a restored colonial house with around a dozen rooms just off the ramparts..."

Evidence · EV-Q20-GEM-UK

WATCH OUT

"Around a dozen rooms" is wrong — you have 8. Section 04.

Not named on the questions that matter most

Not named

ChatGPT

UK · 4 Oct 2026

Q1 What are the best boutique hotels inside Galle Fort?

> "...Old Rampart Villa, Bastion House and Lighthouse Lane... all sit in the **$120–250 range**."

Evidence · EV-Q1-GPT-UK

WHAT IT MEANS

Not a price objection — you start at $85. You simply aren't written about.

Passing mentions · 5 answers (1 shown)

Passing

ChatGPT

Australia · 4 Oct 2026

Q10 Boutique guesthouses in Galle Fort that take walk-ins?

> "...places like **Fort Lantern House** ... may have a room, though I'd call ahead. Reception hours vary and some close in the evening."

Evidence · EV-Q10-GPT-AU

WATCH OUT

Repeats a wrong fact about your reception. Section 04.

All twenty questions — did you appear?

Every question we asked, every system, and who was named instead. Written for this business — yours to keep.

QUESTION	FROM	GEMINI	CHATGPT	AI MODE	NAMED INSTEAD
1 What are the best boutique hotels inside Galle Fort?	UK · AU	—	—	—	Old Rampart, Bastion, Lighthouse
2 Where should we stay in Galle Fort for an anniversary?	UK	—	—	—	Old Rampart, Bastion
3 Small hotels in Galle with character, under $150 a night?	UK · AU	—	—	—	Lighthouse, Bastion
4 Which Galle Fort guesthouses include breakfast?	UK	~	—	—	Old Rampart, Bastion
5 Is it better to stay inside Galle Fort or outside the walls?	AU	—	—	—	Old Rampart, Bastion
6 Family-friendly places to stay in Galle Fort?	UK	—	—	—	Old Rampart, Bastion
7 Quiet hotels in Galle Fort away from the main street?	UK · AU	~	—	—	Old Rampart, Lighthouse
8 Galle Fort hotels with a rooftop or sea view?	AU	—	—	—	Old Rampart, Lighthouse
9 Where to stay in Galle for two nights on a south coast trip?	UK	—	—	—	Old Rampart, Bastion
10 Boutique guesthouses in Galle Fort that take walk-ins?	AU	—	~	—	Bastion
11 Galle Fort accommodation that includes airport transfer?	UK	—	—	—	Bastion, Pedlar's Rest
12 Best value places to stay inside Galle Fort?	UK · AU	—	—	—	Lighthouse, Pedlar's Rest
13 Which heritage buildings in Galle Fort are now hotels?	AU	✓	—	~	Old Rampart, Bastion
14 Is Galle Fort a good base for a solo female traveller?	AU	—	—	—	Old Rampart, Lighthouse
15 Where to stay in Galle Fort in July, during the monsoon?	UK	—	—	—	Old Rampart, Bastion
16 Galle Fort hotels with parking inside the walls?	AU	—	—	—	Bastion, Pedlar's Rest
17 Galle Fort guesthouses that allow early check-in?	UK	—	—	—	Old Rampart, Pedlar's Rest
18 Small hotels in Galle Fort well reviewed by British travellers?	UK	—	—	—	Old Rampart, Bastion
19 Galle Fort or Unawatuna — where should I base myself?	AU	—	—	—	Old Rampart
20 Boutique hotels in Galle Fort with ten rooms or fewer?	UK · AU	✓	~	—	Lighthouse, Old Rampart

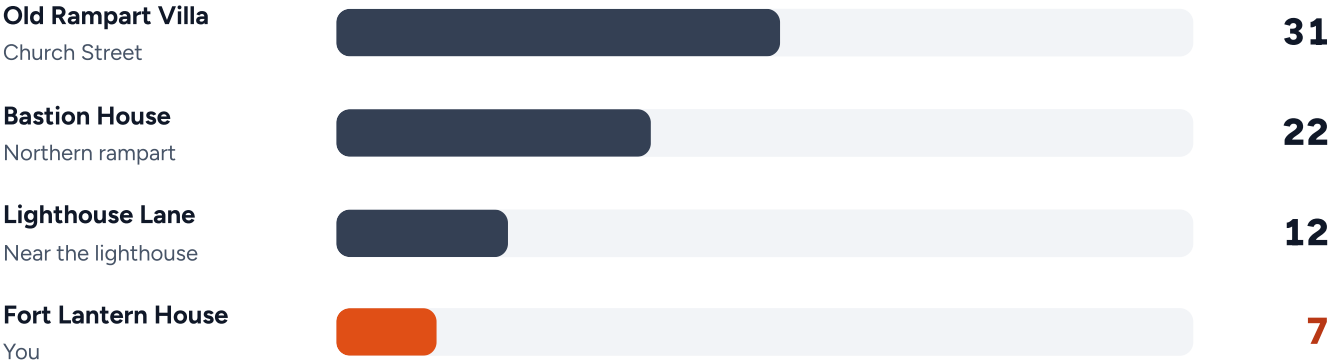
✓ recommended · ~ passing mention · — not named. Nine questions were asked from both countries; in four of those nine the answer changed, which is why every answer records where it came from.

SECTION THREE

03 Who's named instead

Three houses took most of the sixty answers. None of them is a better guesthouse than yours — we looked. **They are better *described*.**

SHARE OF THE 60 ANSWERS



What they have that you don't

SIGNAL	OLD RAMPART	BASTION	LIGHTHOUSE	YOU
Room rates readable on the page	Yes	Yes	Yes	No
A page per room type	Yes	Yes	Partly	No
Machine-readable facts about the business	Yes	Yes	No	No
Named in a published travel guide	3 guides	2 guides	1 guide	None
Reviews in the last 90 days	38	24	11	3
Details identical across directories	Yes	Mostly	Mostly	No

One more name worth watching: four answers named **Pedlar's Rest**, which opened eleven months ago and already has 94 reviews and rates on its page. The ordering here isn't fixed by age or reputation — it moves when someone publishes better information.

SECTION FOUR

04 What AI gets wrong

Three things are being said about Fort Lantern House that aren't true. Each appeared in more than one answer, and each traces to a specific place where the wrong information is published.

AI SAYS	THE TRUTH	WHERE IT CAME FROM
"Around a dozen rooms" Seen in 3 answers	**8 rooms** Fixed by action 2	**2 published sources** Traced and confirmed. Both are places you can update.
"Breakfast usually as an added charge" Seen in 2 answers	**Included in the rate** Fixed by actions 2 & 3	**2 published sources** Traced and confirmed. Both are places you can update.
"Reception hours vary, some close in the evening" Seen in 2 answers	**Staffed 24 hours** Fixed by actions 2 & 3	**2 published sources** Traced and confirmed. Both are places you can update.

Why this matters more than the count

The breakfast error is the expensive one. In the Q4 answer, Old Rampart Villa and Bastion House are listed as including breakfast, and you are listed as charging for it — a like-for-like comparison you lose on a fact that is wrong. These systems are not inventing things about you. **They are repeating, accurately, information you have published incorrectly or not at all.**

WHAT WE CHECKED, AND WHAT WE DIDN'T FIND

We looked for the two problems that are genuinely hard to fix: confusion with a similarly named business, and negative claims being repeated. Neither is present. **You have a description problem, not a reputation problem.** A reputation problem takes years. This takes an afternoon.

SECTION FIVE

05 Why it's happening

Six signals decide whether these systems can describe you confidently. You're partial on three and missing on three — **nothing rated good yet**. Five of the six are fixed by publishing facts you already have.

Pages AI can open

Partial

Missing Partial Good

Two of your five key pages arrive incomplete.

Key facts machine-readable

Missing

Missing Partial Good

Not present anywhere on the site.

Plain prices and booking

Missing

Missing Partial Good

Not readable on any page we checked.

Details consistent across the web

Partial

Missing Partial Good

Conflicting details found across the web.

Recent reviews

Partial

Missing Partial Good

Excellent rating, low recent volume against competitors.

Mentions on third-party sites

Missing

Missing Partial Good

Directory listings only.

The eleven technical checks

Done by hand on five pages: Home, Rooms, About the House, Contact & Location, and Book Now.

2 pass	4 partial	5 fail

1	Page content arrives without waiting for scripts	Partial
2	Key facts present as text, not inside images	Fail
3	Prices visible as text	Fail
4	Machine-readable facts about the business	Fail
5	Each page has a specific title and summary	Partial
6	Business name, address, phone identical site-wide	Partial
7	A page for each room type	Fail
8	A page answering common guest questions	Fail
9	Crawlers permitted, and AI files present	Partial
10	Content dated and current	Pass
11	Pages readable without accepting cookies	Pass

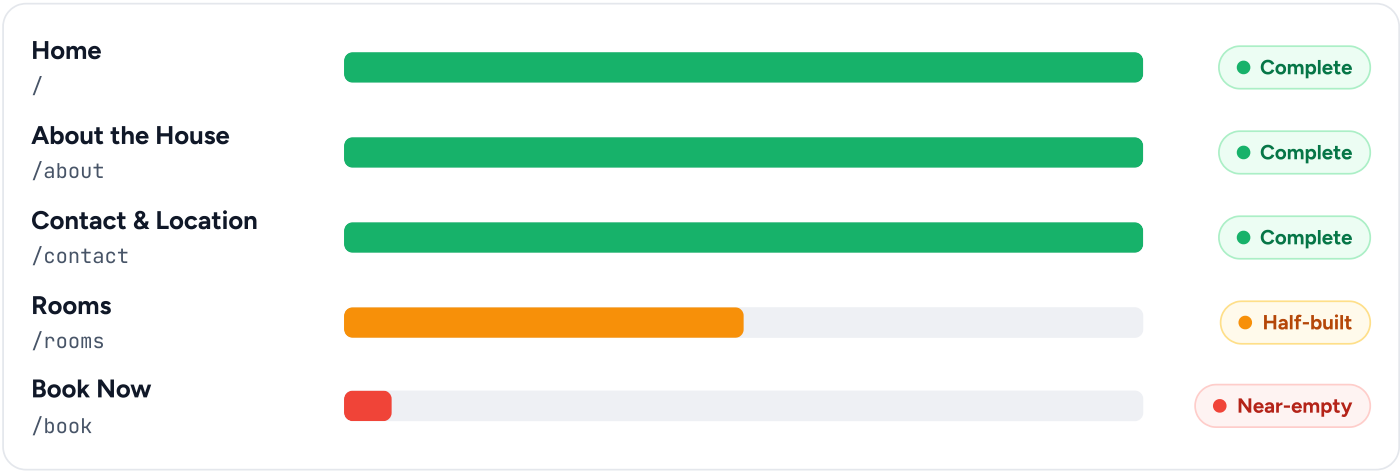
SECTION FIVE, CONTINUED · TECHNICAL DETAIL

05b What your site looks like to a machine

For your web person. How fast your pages load on phones, and how much of each page AI can read before scripts run.

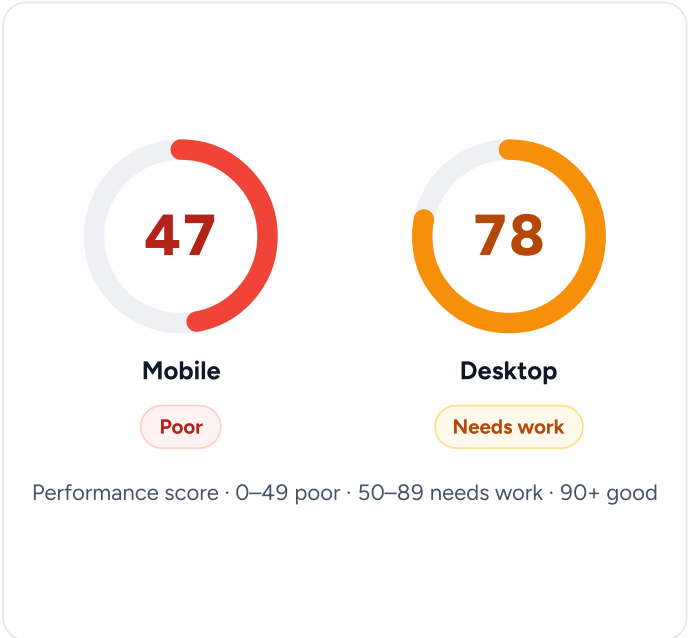
What each page delivers before scripts run

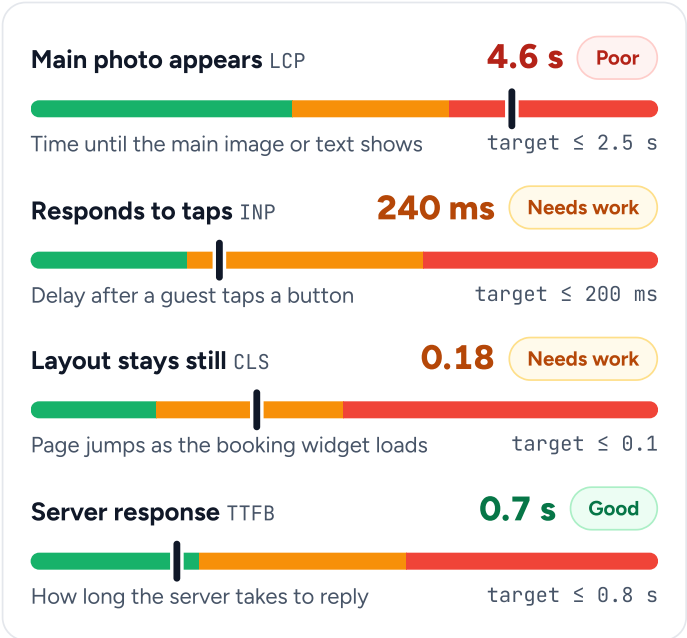
AI crawlers like GPTBot and ClaudeBot do not run JavaScript. This is the share of each page's content present in the raw HTML — what they actually see.



Speed — Google PageSpeed Insights

Real Chrome users over the last 28 days, mobile. Most of your guests plan on phones.





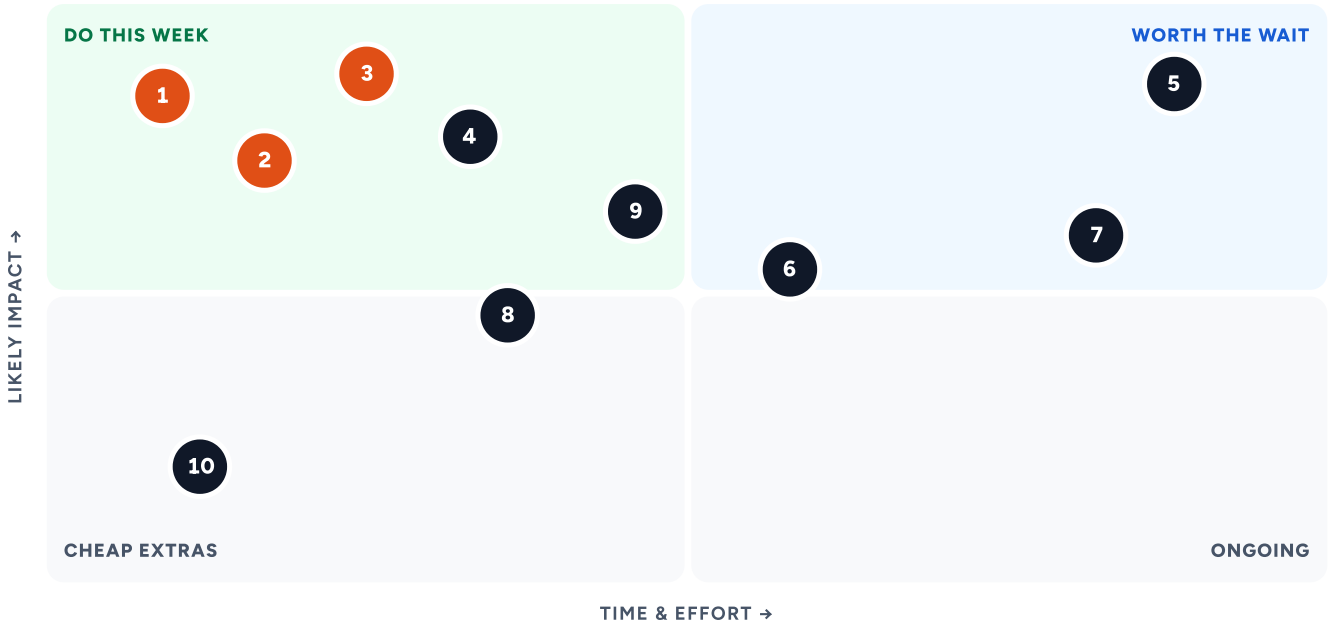
What this means: on phones, guests wait 4.6 s for your main photo — Google's limit is 2.5 s — and the page jumps as the booking widget loads. Both come from full-size gallery images and the widget. This is action 6 territory: per-room pages with compressed images fix speed and readability together.

SECTION SIX

06 What to do, in order

Ten actions, ranked by what they're likely to change against what they cost you. Do them top to bottom. **Seven of the ten are free.**

IMPACT VS EFFORT



WHERE THE TIME GOES

Actions 1–3 · one afternoon **6 hours**

Clears all three factual errors and the strongest finding

7 actions free	**5** high impact
5 you can do yourself	**1** needs paid dev time

If you do only three things, do 1, 2 and 3. An afternoon between them, nothing to spend.

1 **Make your room rates readable**

High impact · Free

Your web person · 2 hours

2 **Correct the three wrong facts on your site**

High impact · Free

You · 2 hours

3 **Bring your directory listings into line**

High impact · Free

You · 2 hours

4 **Make your business facts machine-readable**

High impact · Free*

Your web person · 3 hours

5 **Earn editorial and travel-guide coverage**

High impact · Free to pitch

You, or us · 6–10 weeks

6 **Restructure how your rooms are presented**

Medium impact · —

Your web person · 1 day

7 **Grow your recent review volume**

Medium impact · Free

You · Ongoing

8 **Answer guest questions on your own site**

Medium impact · Free

You · 4 hours

9 **Expose rates from your booking engine**

Medium impact · —

Web person / provider · Half a day

10 **Publish AI-facing files**

Low impact · Free

Your web person · 1 hour

* Free in money — it's developer time, and the one item here you may need to pay someone for.

SECTION SIX, CONTINUED

What to realistically expect

Eight rooms, sixty-one reviews, no editorial coverage. With every action done and held for six months, the realistic ceiling is being named in **roughly a quarter to a third of the questions** — and second or third in the shortlists, not first.

ANSWERS THAT NAME YOU, OUT OF 60



The gap between 7 and ~18 of 60 is the difference between appearing on one shortlist in ten and on one in three. For a house with eight rooms to fill, that's large.

If you do the work, here's the shape of it

30 days

The errors clear. The count barely moves.

Actions 1–3 take effect: rates become readable, breakfast and reception claims start to correct as directory changes feed through. A month is too short to judge the ranking — watch the wording.

Check: Re-ask Q4, Q10, Q20

90 days

The broad questions are where to look.

With reviews flowing and room pages live, movement should show on "best value" and "under $150" — where you qualify on the facts. A move from 7 to the low teens would be normal.

Check: Re-run all twenty

180 days

Guide coverage, if it landed, shows here.

Action 5 is the only one that moves ChatGPT, your weakest at 2 of 20. Expect it to name you on narrow questions first — heritage, small, quiet — and only later on broad ones.

Check: Watch ChatGPT row

NONE OF THE ABOVE IS A PROMISE

It's the pattern we see across this kind of house, and it depends on two things outside your control: what these systems change, and what the three houses above you do. What *is* in your control is whether the facts about your guesthouse are published, accurate and readable — worth doing regardless, because it's also what a human guest comparing four websites at eleven at night is looking for.

What the Full Visibility Audit adds

Mentioned once, then we'll leave it. This report stands on its own and nothing in section 06 depends on hiring us.

~~20 questions~~ **→ 30, core ones asked several times**

A figure stable enough to track month to month

~~3 AI systems~~ **→ 8 systems**

Adds AI Overviews in full, Perplexity, Claude, Copilot and two for your market

~~60 answers~~ **→ 300 answers, 3 countries, 3 languages**

Matters most if guests book in more than one language

~~11 checks on 5 pages~~ **→ 25 checks on 20 pages**

Names the pages behind each answer

~~One snapshot~~ **→ 45-min call + 90-day re-check**

The re-run is the part most people say was worth it

USD 199, delivered in 12 working days. Start ongoing work within 30 days and the $199 comes off your first month.

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