

Search & AI Visibility Diagnostic

Illustrative sample report

IMPORTANT — FICTIONAL EXAMPLE

This report is a demonstration asset created for explaining VIXILEAD’s assessment method. The company, website, observations, prompt results, issue examples, and priorities are fictional. No real website was audited, no live platform tests were conducted, and no client results are represented.

Sample business profile

Business	Northstar Workflow (fictional B2B SaaS company)
Website	northstar-workflow.example (reserved example domain; not a real client site)
Illustrative market	United States
Illustrative category	Workflow automation software for mid-market operations teams
Assessment status	Fictional scenario — not an actual assessment

What this sample demonstrates

How a structured diagnostic can document a baseline, turn observations into prioritized findings, and organize a practical roadmap. All numerical values and examples in this report are invented solely to demonstrate report format.

Version 1.0 • Internal methodology sample • Suitable for prospect education only

01 / Executive summary

ILLUSTRATIVE ONLY
The following scores, observations, and priorities are fictional examples. They must not be published or described as typical VIXILEAD findings, client performance, or evidence of results.

In this fictional scenario, Northstar Workflow has a clear product category but inconsistent coverage of buyer questions, several hypothetical technical checks that require validation, and no documented repeatable process for reviewing AI-search observations.

The sample assessment would therefore recommend validating technical foundations first, strengthening high-intent pages second, and establishing a repeatable visibility measurement method before interpreting changes over time.

3	4	5	30
Illustrative priority workstreams	Example findings to validate	Roadmap actions shown in sample	Example buyer-intent prompts in scope

Illustrative executive priorities

Priority	Illustrative focus	Why it comes first
P1 — Validate	Technical access and indexability checks	Potential access barriers should be verified before drawing broader conclusions.
P2 — Improve	High-intent service/product page coverage	Core pages should clearly answer the questions buyers use to evaluate solutions.
P3 — Establish	Repeatable search/AI visibility baseline	A documented method is needed before comparing observations over time.

Executive interpretation

The example illustrates a prioritization method, not a diagnosis of any real website. In a live engagement, every finding would be tied to a defined evidence source, observation date, confidence level, and recommended validation or action.

02 / Baseline and assessment scope

A diagnostic starts by defining what will be reviewed and what the available evidence can support. The scope below demonstrates how that information could be documented for a real engagement.

Scope element	Illustrative definition
Website / domain	northstar-workflow.example (fictional placeholder only)
Market and category	United States; workflow automation software for mid-market operations teams
Buyer-intent prompt set	30 fictional prompts grouped into problem, solution, comparison, category, and brand-intent themes
Search/AI surfaces	Up to three agreed surfaces; this sample contains no live platform observations
Competitor set	Three fictional competitor profiles used only to demonstrate comparison format
Review areas	Technical accessibility, indexability, page structure, content coverage, brand/entity clarity, observable source patterns, and measurement design
Deliverables shown	Baseline summary, example findings, prioritization matrix, and illustrative roadmap

Evidence and confidence protocol

Label	Meaning in a real report
Observed	Directly verified from the stated source or test at a recorded date.
Indicated	Evidence suggests a potential issue, but further validation is needed.
Hypothesis	A plausible explanation or opportunity that has not yet been verified.
Not assessed	Outside the agreed scope or unavailable because access/data was not provided.

LIVE-ASSESSMENT RULE
Never label an item as a finding without evidence. Record source, date, test method, limitations, and confidence. If a platform result cannot be reproduced or observed, say so explicitly.

03 / Illustrative baseline

This section shows how a baseline can summarize the initial position without implying that a single score fully represents search or AI visibility.

Area	Illustrative starting observation	Confidence	Validation needed
Technical foundations	A hypothetical key page may be missing a clear indexability check in the site QA process.	Hypothesis	Review response status, robots directives, canonical, rendering, and index signals.
Buyer-intent coverage	The hypothetical product page explains features but does not directly answer several evaluation questions.	Hypothesis	Map actual page content against the agreed prompt set.
Brand/entity clarity	The hypothetical company description varies between the homepage and product page.	Hypothesis	Compare canonical brand/service descriptions and relevant public profiles.
AI-search observations	No verified AI-platform observation is available in this sample.	Not assessed	Run documented checks on agreed surfaces and dates; preserve prompts and outputs.
Measurement	No repeatable measurement log is assumed to exist in this fictional scenario.	Hypothesis	Review current analytics, reporting, and tracking setup.

Illustrative prompt taxonomy

Intent group	Example fictional buyer question	What it helps examine
Problem	How can operations teams reduce manual workflow handoffs?	Whether content addresses a recognized business problem.
Category	What does workflow automation software help a mid-market team do?	Whether category and use-case information is clear.
Comparison	What should a team compare when evaluating workflow automation platforms?	Whether evaluation criteria are explained usefully.
Solution	How can a company connect approvals and task routing across teams?	Whether practical use cases and workflows are covered.
Brand	What does Northstar Workflow offer for operations teams?	Whether brand and product descriptions are clear and consistent.

Important: these prompts and observations are invented examples. They are not actual search queries, platform outputs, or findings for a real company.

04 / Illustrative findings

The following fictional findings demonstrate the recommended format: concise issue statement, supporting evidence needed, business relevance, and next action. A live report should replace every example with verified evidence.

F-01 | Technical validation checklist is incomplete

Illustrative observation: the fictional team has no documented check confirming that priority product pages are crawlable and indexable.

Business relevance: technical accessibility should be verified before content or visibility conclusions are drawn.

Recommended next action: inspect status codes, robots directives, canonicals, rendering, sitemap inclusion, and index signals for agreed URLs.

Confidence: Hypothesis • **Priority:** High

F-02 | Product page may under-answer buyer questions

Illustrative observation: the fictional product page describes features but may not clearly address implementation effort, integrations, use cases, or evaluation criteria.

Business relevance: buyers need enough specific information to understand fit and compare options.

Recommended next action: map the agreed buyer-intent set against the page; update only the most material gaps with accurate, supportable information.

Confidence: Hypothesis • **Priority:** High

F-03 | Brand and service descriptions may be inconsistent

Illustrative observation: the fictional homepage and product page use different descriptions of the product category and intended customer.

Business relevance: consistent, clear information helps users understand what the business offers.

Recommended next action: define an approved product description, audience, use cases, and terminology; apply consistently where appropriate.

Confidence: Hypothesis • **Priority:** Medium

F-04 | AI visibility checks are not yet repeatable

Illustrative observation: no documented prompt log, test date, platform/surface, or capture method is assumed in the fictional scenario.

Business relevance: isolated answers are difficult to compare and can change by platform, query, location, and time.

Recommended next action: define a bounded prompt set, record the surface and date, retain outputs, and report limitations. Do not treat prompt counts as a performance guarantee.

Confidence: Hypothesis • **Priority:** Medium

05 / Example visibility observation log

A live assessment may record whether a business or relevant source was observed for a defined question on a specific platform and date. This sample shows the log format only; it contains no real test results.

Prompt ID	Fictional prompt theme	Surface	Example status	Interpretation
P-01	Category definition	Surface A	Not tested	No result available in this sample.
P-02	Buyer comparison	Surface B	Not tested	No result available in this sample.
P-03	Product use case	Surface C	Not tested	No result available in this sample.
P-04	Brand description	Surface A	Not tested	No result available in this sample.
P-05	Problem solution	Surface B	Not tested	No result available in this sample.

Recommended fields for a real log

- Prompt ID and exact prompt text.
- Platform/surface and date/time of check.
- Market, language, and other relevant test conditions.
- Whether the brand or a relevant page/source was observed; link/capture where permitted.
- Run-to-run variability, limitations, and confidence.
- A clear distinction between observed presence, absence in that specific check, and inability to verify.

INTERPRETATION GUARDRAIL
Not appearing in one response does not prove a brand is never cited or recommended. A single observed appearance does not prove durable visibility, preference, or commercial impact.

06 / Prioritization matrix

A prioritization matrix helps separate urgent validation from important but less immediate improvements. The ratings below are illustrative and should be reassessed against real evidence, effort, risk, and business goals.

ID	Action	Potential impact	Effort	Priority	Dependency / note
A-01	Validate technical accessibility and indexability for priority URLs	High	Low–Medium	P1	Requires website access and verification.
A-02	Map high-intent buyer questions against core product/service page	High	Medium	P1	Requires approved prompt set and content review.
A-03	Update priority page content to answer validated gaps	High	Medium	P2	Implement only after gap validation.
A-04	Standardize business/product descriptions where appropriate	Medium	Low	P2	Confirm factual wording with business owner.
A-05	Set up repeatable visibility observation log	Medium	Low–Medium	P2	Agree platforms, prompts, and test conditions.

How priorities are assigned

- Business relevance: how closely the issue relates to the buyer journey and commercial goals.
- Evidence confidence: whether the issue is directly verified or still a hypothesis.
- Potential impact: the likely importance if the issue is confirmed—not a guaranteed result.
- Effort and dependencies: the time, access, approvals, and specialist work required.
- Sequence: address foundational blockers before scaling lower-priority activity.

Priority labels are planning aids, not predicted ranking gains or quantified ROI. Where evidence is weak, the first action should be validation.

07 / Illustrative 30 / 60 / 90-day roadmap

This roadmap illustrates sequencing only. It is not a promise that all work will be completed in 90 days or that search/AI visibility will improve by a specific amount. Actual timing depends on access, approvals, implementation complexity, and the contracted scope.

Phase	Focus	Illustrative actions	Completion evidence
Days 1–30 Validate & baseline	Confirm facts and remove uncertainty	Verify technical checks for priority URLs; finalize buyer-intent prompt set; document initial content and brand-information gaps; agree measurement method.	Documented baseline, verified issue list, approved priorities, dependencies recorded.
Days 31–60 Implement priorities	Address agreed high-value gaps	Implement approved technical/on-page fixes; update selected page sections; standardize agreed descriptions; QA changes.	Change log, QA notes, updated pages, unresolved items recorded.
Days 61–90 Measure & refine	Review observations and choose next actions	Repeat agreed visibility checks under documented conditions; review page changes and available organic/conversion data; reassess priorities.	Comparison report with limitations, next-priority roadmap, decisions documented.

Dependencies to confirm before delivery

- Website/CMS and analytics access as required for the contracted work.
- A client contact who can confirm factual product, service, and positioning details.
- Timely approval of content and implementation changes.
- Developer or specialist availability where work requires it.
- Agreed platforms, prompt set, and measurement conditions.

08 / Measurement and reporting

The purpose of measurement is to inform decisions—not to manufacture a positive narrative. A live report should separate visibility observations from website performance and commercial outcomes.

Measurement layer	Example signals	Interpretation caution
Search foundations	Indexability checks, technical QA, priority-page coverage	A technical fix does not guarantee rankings or traffic.
Content implementation	Approved pages updated, questions addressed, QA status	Deliverable completion is not the same as performance improvement.
AI/search observations	Presence or absence within defined checks, source observations, repeated runs	Platform outputs vary; one check is not a durable visibility measure.
Organic performance	Relevant impressions, clicks, landing-page engagement where available	Changes may have multiple causes; do not infer causation from timing alone.
Conversion signals	Qualified form submissions, booked calls, conversion events where tracking is reliable	Lead quality and revenue depend on additional business and sales factors.

Suggested reporting cadence

- Baseline: document starting conditions, scope, and measurement limitations.
- Monthly: report work completed, observed changes, blockers, and next priorities for retainer engagements.
- After implementation: record changes, QA, and post-implementation checks.
- Quarterly: reassess strategic priorities where included in the engagement.

NO GUARANTEES

VIXILEAD does not guarantee rankings, AI citations, recommendations, traffic, qualified leads, or revenue. The service provides defined analysis, agreed implementation, transparent reporting, and evidence-informed optimization.

09 / Limitations and next steps

Limitations of this sample

- The company, domain, market details, prompts, observations, findings, priorities, and roadmap in this document are fictional.
- No live website was accessed, crawled, audited, or measured to create this sample.
- No live AI-search or search-engine tests were run; the observation log is intentionally marked “Not tested.”
- No client outcomes, case studies, testimonials, traffic changes, ranking gains, or revenue figures are presented.
- The scope and format are illustrative. A real engagement follows the agreed statement of work and may differ based on website complexity and available access.

What a real VIXILEAD Diagnostic would establish

- The exact domain, market, category, buyer-intent prompt set, and agreed search/AI surfaces.
- Evidence-based findings with sources, dates, confidence, and limitations.
- A prioritized roadmap with dependencies and effort estimates.
- A clear distinction between recommendations, completed implementation, and outcomes that cannot be guaranteed.

NEXT STEP

For a real assessment, VIXILEAD scopes a Diagnostic around the business, website, target market, and agreed buyer-intent questions. The standard Diagnostic is a \$1,500 one-time engagement; implementation and ongoing optimization are separate engagements.

VIXILEAD

Systems over campaigns. Evidence before assumptions. Improvement through disciplined execution.

End of illustrative sample report.