AI Visibility Footprint Scanner

"Where does your brand appear across the web?"

Innovation Hub
Digital Talent Advisory
Remote / Global · 2026-03-31

Why This Report Matters

AI models like **Claude**, **GPT**, **Gemini**, and **Grok** each build their knowledge from different web sources — Wikipedia, news articles, code repositories, social media, YouTube, and official websites. If your brand is missing from a source that a specific model relies on, that model will have *low visibility* of your brand and may omit or under-represent it when users ask about your industry.

This report maps **Innovation Hub**'s presence across **7 data-source categories** and cross-references them with the trust profiles of 4 major LLMs. The result: a clear picture of which AI models can "see" your brand, which cannot, and exactly where to invest content to close the gaps.

49

Overall Web Visibility Score

● **Partial Visibility**

4 sources scanned · 3 with brand presence · 2026-03-31

Source Breakdown

[S]
Google Search
66
● YELLOW

[X]
X (Twitter)
74
● YELLOW

[W]
Wikipedia
0
● RED

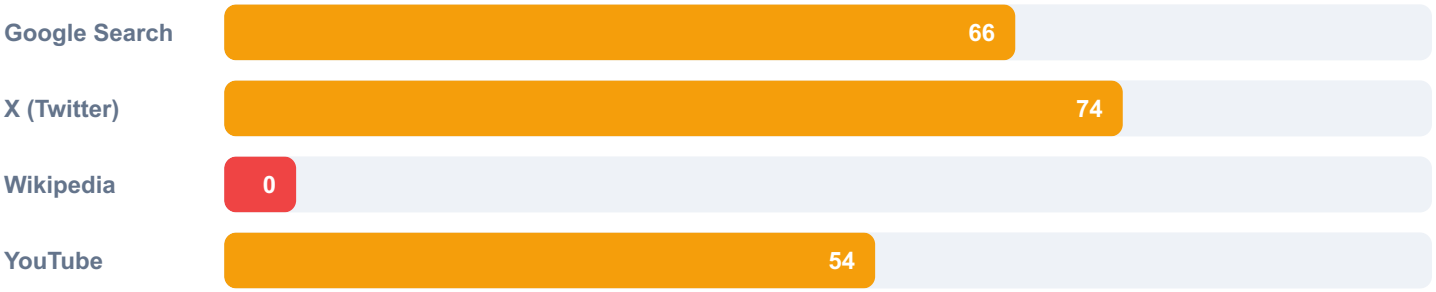
[Y]
YouTube
54
● YELLOW

Visual Analytics

Innovation Hub — Cross-source visibility comparison

2026-03-31

Source Score Comparison



Visibility Heatmap — Sources × Dimensions

SOURCE	VISIBILITY	POSITION	FRESHNESS	ENGAGEMENT	ACCURACY	OVERALL
Google Search	65	72	60	55	70	66
X (Twitter)	80	74	68	60	82	74
Wikipedia	0	0	0	0	0	0
YouTube	58	64	30	40	70	54

Scoring Dimension Breakdown

[S] GOOGLE SEARCH

[X] X (TWITTER)

[W] WIKIPEDIA

[Y] YOUTUBE

What These Scores Mean

Each source is evaluated across five dimensions. Here is what each score tells you in plain business terms.

V Visibility

Can people find you? This measures whether your brand shows up at all when someone searches on this platform. A high score means you are clearly present; a low score means you are hard to find or missing entirely.

P Position

Where do you rank? Being found is not enough — you need to appear near the top. This measures whether your brand shows up in the first few results or is buried deep where nobody looks.

F Freshness

Is your content up to date? Search engines and AI models favour recent content. This measures whether the information about your brand is current (last 30–90 days) or outdated.

E Engagement

Are people interacting with your content? This looks at signals like views, likes, comments, followers, and shares. High engagement tells AI models that your content is relevant and trustworthy.

✓ Accuracy

Is the information correct? This checks whether your brand name, services, location, and key details are accurately represented. Incorrect information can mislead customers and confuse AI models.

S Overall Score

Your combined brand visibility. This is a weighted average of all five dimensions. It gives you one number that summarises how well your brand performs across this platform — green (75+), yellow (45–74), or red (below 45).

GEO Visibility Leaderboard

How likely is each AI model to surface Innovation Hub?

Innovation Hub
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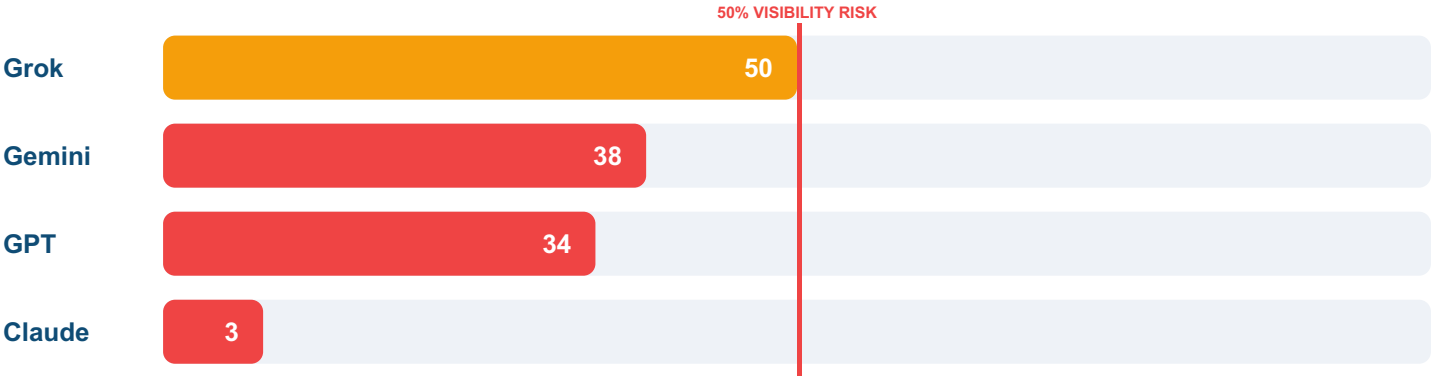
AI Model Visibility Scores

Each bar shows the weighted visibility score for that LLM, based on how strongly your brand appears in the data sources it relies on. The **red line** marks the 50% low-visibility risk threshold — models below this line have insufficient data to accurately represent your brand.



⚠ Low AI Visibility Risk Detected

Claude, Gemini, GPT score below the 50% visibility threshold. These models lack sufficient data sources to accurately represent **Innovation Hub** and are likely to omit or under-represent the brand when users ask about it.

Data Source Category Presence

WIKIPEDIA	ACADEMIC PAPERS	NEWS MEDIA	OFFICIAL WEBSITE	SOCIAL MEDIA	YOUTUBE	CODE REPOS
0%	0%	0%	100%	100%	100%	0%
0 URLs	0 URLs	0 URLs	6 URLs	6 URLs	6 URLs	0 URLs

Trust Matrix

Which data sources does each AI model trust most?

Innovation Hub

2026-03-31

LLM × Data Source Trust Weights

Each cell shows how heavily a model relies on that data source (0.00 = not used, 1.00 = highest trust). Darker cells indicate stronger reliance — these are the sources to prioritise for that model.

LLM	WIKIPEDIA	ACADEMIC PAPERS	NEWS MEDIA	OFFICIAL WEBSITE	SOCIAL MEDIA	YOUTUBE	CODE REPOS
Claude	0.90	0.95	0.80	0.00	0.10	0.00	0.85
Grok	0.00	0.00	0.80	0.60	1.00	0.00	0.80
Gemini	0.80	0.60	0.70	0.90	0.00	0.95	0.90
GPT	0.30	0.70	0.90	0.90	0.50	0.00	0.80

How to Read This Matrix

High Weight (≥ 0.80)

The model heavily trusts this data source. Building brand presence here directly improves your visibility score for that model.

Low Weight (≤ 0.30)

The model rarely uses this source. Investing here will have minimal impact on that particular AI model.

Zero Weight (0.00)

The model does not use this data source at all. Your presence here is invisible to that model.

Coverage Gap Analysis

"Blind Spot" Heatmap — Where is Innovation Hub invisible to AI?

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Coverage Gap Heatmap

Gap = Weight × (1 − Presence / 100). Higher values (red) indicate critical blind spots where a model expects data but your brand is absent. These are the highest-priority areas for content investment.

LLM	WIKIPEDIA	ACADEMIC PAPERS	NEWS MEDIA	OFFICIAL WEBSITE	SOCIAL MEDIA	YOUTUBE	CODE REPOS
Claude	0.90	0.95	0.80	0.00	0.00	0.00	0.85
Grok	0.00	0.00	0.80	0.00	0.00	0.00	0.80
Gemini	0.80	0.60	0.70	0.00	0.00	0.00	0.90
GPT	0.30	0.70	0.90	0.00	0.00	0.00	0.80

Gap severity:  0.00 (no gap) → 1.00 (full blind spot)

Critical Gaps (≥ 0.60)

LLM	CATEGORY	GAP SCORE	ACTION
Claude	Academic Papers	0.95	Create/strengthen brand presence in this source category
Claude	Wikipedia	0.90	Create/strengthen brand presence in this source category
Gemini	Code Repos	0.90	Create/strengthen brand presence in this source category
GPT	News Media	0.90	Create/strengthen brand presence in this source category
Claude	Code Repos	0.85	Create/strengthen brand presence in this source category
Claude	News Media	0.80	Create/strengthen brand presence in this source category
Grok	News Media	0.80	Create/strengthen brand presence in this source category
Grok	Code Repos	0.80	Create/strengthen brand presence in this source category
Gemini	Wikipedia	0.80	Create/strengthen brand presence in this source category
GPT	Code Repos	0.80	Create/strengthen brand presence in this source category
Gemini	News Media	0.70	Create/strengthen brand presence in this source category
GPT	Academic Papers	0.70	Create/strengthen brand presence in this source category
Gemini	Academic Papers	0.60	Create/strengthen brand presence in this source category

Source Contribution Analysis

Which data sources drive each LLM's view of Innovation Hub?

Innovation Hub

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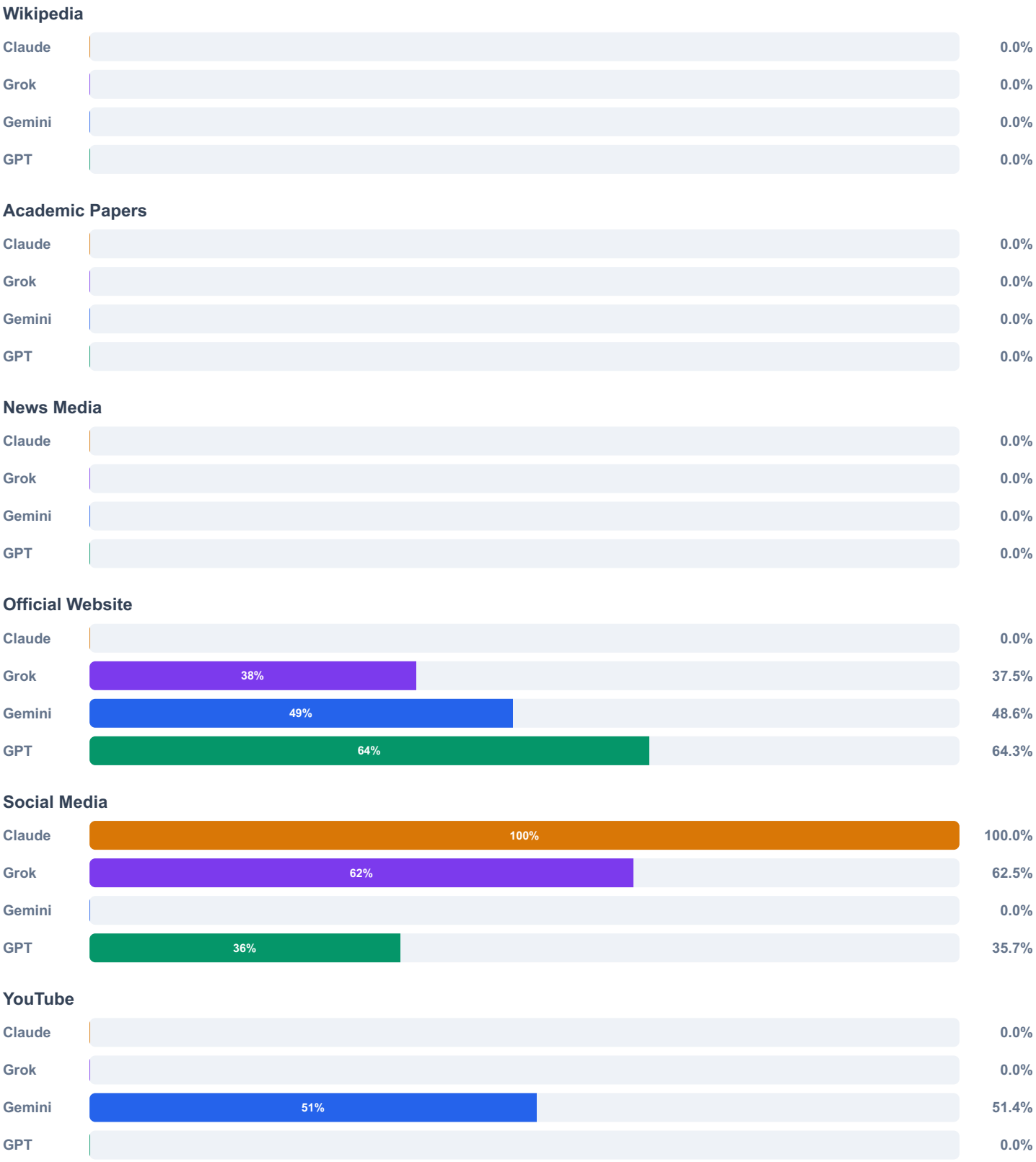
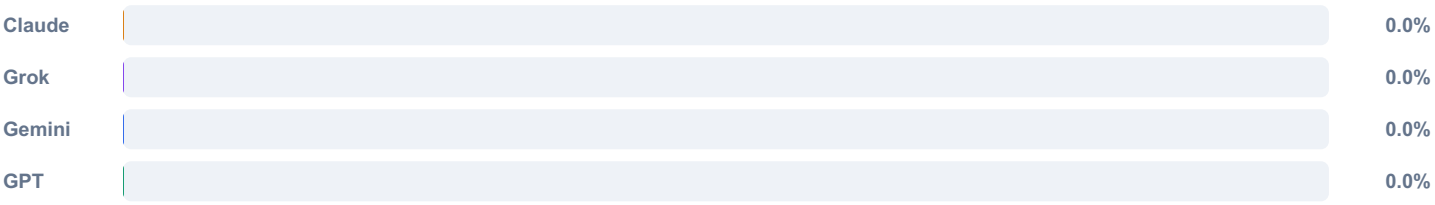
Source Contribution by Category

For each data-source category, the bars show what percentage of each LLM's total visibility score comes from that category. Categories with zero contribution across all models represent untapped opportunities.



Code Repos



Detailed Source Analysis

2026-03-31

Innovation Hub — Per-source findings

[S] Google Search — Score: 66 YELLOW

Innovation Hub appears in four of the top eight results, with solid editorial coverage but room to raise the domain's prominence.

KEY MENTIONS

- *"Leadership insights from the Innovation Hub executive team"* — https://example.com/innovation-hub-leadership
- *"Research roundup: Trust in digital talent pools"* — https://insights.example.com/research/digital-tale
- *"Press release announcing expanded consulting services"* — https://news.example.com/consulting-expansion
- *"Industry directory listing for Innovation Hub advisory practice"* — https://directories.example.com/innovation-hub

ISSUES

- Own domain is present but buried below other editorial listings
- Key executives are mentioned without consistent titles
- Directory listings dominate top results instead of thought leadership content

[X] X (Twitter) — Score: 74 YELLOW

Innovation Hub maintains a steady X presence with thematic threads, though engagement would benefit from more frequent, interactive content.

KEY MENTIONS

- *"@InnovationHubHQ shares daily coaching tips for tech leaders"* — https://x.com/InnovationHubHQ
- *"Thread: Why modern firms need human-centric AI advisory"* — https://x.com/InnovationHubHQ/status/1234567890
- *"Live recap: Virtual roundtable on sustainable digital teams"* — https://x.com/i/web/status/1234567891
- *"Guide: spotting authentic candidate narratives in AI hiring"* — https://x.com/InnovationHubHQ/status/1234567892
- *"Conversation starter: balancing automation with empathy"*

ISSUES

- Social copy is consistent but engagement rates are moderate
- Last few tweets reference webinars from earlier in the year
- Mostly shortened URLs hinder traceability

[W] Wikipedia — Score: 0 RED

Innovation Hub is currently absent from Wikipedia search results and articles.

ISSUES

- No Wikipedia article exists for Innovation Hub
- Absence from Wikipedia may limit structured data exposure
- Consider building neutral, third-party references to support a future article

[Y] YouTube — Score: 54 YELLOW

Innovation Hub has a curated YouTube presence, but engagement is muted and uploads are infrequent.

KEY MENTIONS

- *"Innovation Hub Founder interview on future of work"* — https://www.youtube.com/watch?v=abcd1234
- *"Explainer: Building resilient tech teams"* — https://www.youtube.com/watch?v=efgh5678
- *"Conference recap: Digital People Strategy"* — https://www.youtube.com/watch?v=ijkl9012
- *"Workshop clip: design thinking in recruitment"* — https://www.youtube.com/watch?v=mnop3456
- *"Fireside chat with Innovation Hub partners"* — https://www.youtube.com/watch?v=qrst7890

ISSUES

- Video upload cadence is low and dated
- View counts remain below 150 in most clips
- Video titles mix brand and topic keywords inconsistently

YouTube Content Quality for AI Indexing

AI models like Google Gemini can index YouTube video descriptions to build knowledge about your brand. Videos with detailed descriptions containing your brand name are more likely to be surfaced in AI responses.

5/5	5/5	100%
Videos with Descriptions	Brand Mentioned in Description	AI Indexability Rate

Video Title	Channel	Description?	Description Preview	Brand in Desc?
Innovation Hub Roundtable — Human-Cen…	Innovation Hub	✓	Leaders from Innovation Hub share best practices for balancing AI automa…	✓
FutureCast Studio: Building Remote-Fi…	Innovation Hub Studio	✓	A short documentary on how the Innovation Hub studio collaborates across…	✓
Leadership Playbook — Coaching for Re…	Innovation Hub Insights	✓	The Talent Pulse authors walk through their quarterly playbook for resil…	✓
Innovation Hub Community Roundtable: …	FutureCast	✓	Community members discuss the latest talent signals from regulated indus…	✓
Digital Infrastructure Recap — Innova…	Digital Infrastructure Review	✓	Innovation Hub leaders join a panel to recap digital infrastructure insi…	✓

Videos with descriptions that mention your brand name give AI models (especially Google Gemini) more text to index. Adding or improving video descriptions is one of the easiest ways to boost your AI visibility on YouTube.

Recommendations

Innovation Hub — Action plan to improve web visibility

2026-03-31

PRIORITY 1 ai_risk

Address Low AI Visibility Risk

One or more major LLMs score below the 50% visibility threshold, meaning they lack sufficient data sources to accurately represent your brand and are likely to omit or under-represent it. Prioritise building presence in Wikipedia, academic/news sources, and your official website to strengthen the data foundations these AI models rely on.

PRIORITY 1 ai_gap

Close Critical AI Data Source Gaps

Your brand has zero presence in one or more data-source categories that LLMs treat as high-trust (e.g. Wikipedia, academic papers, news media). These gaps create blind spots across multiple AI models. Focus content efforts on the highest-weight missing categories first.

PRIORITY 2 search

Improve Google Search Ranking

Your brand appears in Google but not prominently. Focus on SEO fundamentals: optimise title tags and meta descriptions for brand queries, build authoritative backlinks, and ensure your website has fast load times and mobile-friendly design.

PRIORITY 2 ai_shared

Address Multi-Model Shared Weakness

Multiple LLMs share a common data-source blind spot. When several models lack the same source data, the risk of widespread AI misrepresentation increases. Invest in content creation for the overlapping gaps to improve visibility across all AI platforms simultaneously.

PRIORITY 3 knowledge

Build Wikipedia & Knowledge Base Presence

Your brand was not found on Wikipedia. While you cannot create your own Wikipedia page, you can build notability through press coverage, industry awards, and reliable third-party sources. Also ensure your Wikidata entity exists with correct structured data.

Technical Methodology

Innovation Hub — Appendix A

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How This Score Was Calculated

The AI Visibility Footprint Scanner uses a multi-stage pipeline to evaluate brand presence across public web sources. Raw web data (HTML source code, social media text) is first cleaned and structured using HTML parsing and text extraction, then analysed by a Large Language Model (LLM) for brand visibility assessment across five scoring dimensions.

1. Analysis Pipeline

2. Multi-Dimensional Assessment Framework

Each web source is evaluated across five orthogonal scoring dimensions designed to capture different aspects of brand web visibility.

Dimension	Weight w_i	What It Measures
Visibility	0.30	Overall brand presence — is the brand found, and how prominently does it appear?
Position	0.25	Ranking position — #1 search result scores highest; deep page results score lower.
Freshness	0.20	Content recency — recent posts, publications, and updates score higher.
Engagement	0.10	Social signals — followers, likes, retweets, video views, article completeness.
Accuracy	0.15	Information correctness — are brand name, services, location, and details accurate?

3. Scoring Formulas

PER-SOURCE COMPOSITE SCORE — WEIGHTED SUM

$$S_{\text{source}} = \sum_{i=1}^{5} w_i \cdot d_i = (0.30 \times vis) + (0.25 \times pos) + (0.20 \times fr) + (0.10 \times eng) + (0.15 \times acc)$$

*where **w** = [0.30, 0.25, 0.20, 0.10, 0.15] and **d** = [visibility, position, freshness, engagement, accuracy]*

OVERALL SCORE — SOURCE-WEIGHTED AVERAGE

$$S_{\text{overall}} = \left(\sum_{s \in \text{Sources}} \omega_s \cdot S_s\right) \div \left(\sum_s \omega_s\right)$$

where ω_s is the source weight (Google: 0.35, X: 0.20, Wikipedia: 0.25, YouTube: 0.20)

3b. LLM Correlation Scoring

CATEGORY PRESENCE SCORE

$$S_c = \min(100, n_c \div T \times 100)$$

where n_c = number of URLs in category c, T = threshold (3 URLs for 100%)

PER-LLM VISIBILITY SCORE — WEIGHTED AVERAGE

$$V_{\text{LLM}} = \left(\sum_c S_c \cdot w_c\right) \div \left(\sum_c w_c\right)$$

where w_c is the trust-weight for that LLM × category pair (from config.yaml)

COVERAGE GAP

$$\text{Gap}_{\text{LLM,c}} = w_c \times (1 - S_c \div 100)$$

High gap = model expects this data source but brand is absent. Values ≥ 0.60 are flagged as critical.

LOW VISIBILITY RISK THRESHOLD

$$\text{At-Risk} = V_{\text{LLM}} < 50$$

Models scoring below 50% lack sufficient data sources to accurately represent the brand.

4. Classification Decision Boundaries

Classification	Decision Rule	Score Range	Interpretation
GREEN	$S \geq 75$	75 – 100	Strong visibility — brand is prominent, current, and accurate
YELLOW	$45 \leq S < 75$	45 – 74	Partial visibility — present but inconsistent or limited
RED	$S < 45$	0 – 44	Low visibility — brand is absent or contains significant issues

5. Data Collection Protocol

A total of **4** web sources were scanned. For each source, raw web data was collected via manual browser capture (View Page Source or text copy) and saved to structured data files. The extraction layer uses BeautifulSoup4 for HTML parsing and custom text processors for social media feeds. Extracted text is then submitted to an LLM (AI Visibility's analysis engine) for structured brand visibility evaluation.

This report reflects web source data at the time of collection (2026-03-31). Web content is dynamic; periodic rescanning is recommended to track visibility trends. Source weights can be adjusted in the configuration to reflect business priorities. Report generated by AI Visibility.