Hamlet *Consultancy*

AI VISIBILITY AUDIT · A UK BEAUTY BRAND WE TESTED

Named in 5 of 14 AI Answers to *UK Buyer Questions*

Other brands were named in the other 9. We asked seven questions UK shoppers ask about organic skincare and haircare, and logged every brand they named. Asked in the ChatGPT and Claude consumer apps (ChatGPT Instant, Claude Opus 5.5), private chats, web search on, UK-focused questions, 25 November 2026.

5/14

MOST-NAMED BRANDS, ANSWERS OUT OF 14

Competitor A	8
Brand we tested	5
Competitor E	3
Competitor D	2

Every brand named is listed in the appendix and the method page. Competitor F, Competitor G, Competitor H and Competitor I were also named in 2 answers each.

FREE AUDIT · NO OBLIGATION

Prepared for **a UK beauty brand we tested**
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Runs on **25 November 2026** · Report dated 25 November 2026

Book a free 15-minute call
calendar.app.google/5sg12HpRJ4rch4hT7

EXECUTIVE SUMMARY

What We Found, and *What to Do First*

What We Found

- **The brand was named in 5 of 14 answers.** Competitor A was named in 8.
- **Haircare is a strength:** named in 3 of 4 shampoo answers, first in 1, and in 1 of 2 conditioner answers.
- **Skincare is the gap:** named in 0 of 6 answers about natural deodorant, natural foundation and eczema-prone skin, and in only 1 of 2 organic sunscreen answers, though the site has pages on these topics.

Why It Matters

Shoppers now ask AI tools for a shortlist. If a brand isn't on it, it is harder to find. Pew Research Center found Google users clicked a traditional result in 8% of visits when an AI summary appeared, against 15% when none did (March 2025 data, published 22 July 2025).

Do These Three First

1 **Give the homepage one clear H1.** Today the homepage uses several carousel H1s, with no single clear brand H1.

Impact: High | Effort: Low

Owner: your web team, or we can do it for you as part of the €747 quick-win fix.

2 **Make star ratings readable to machines.** The rating markup on product pages is empty, because reviews load by JavaScript.

Impact: High | Effort: Low

Owner: your web team, or we can do it for you as part of the €747 quick-win fix.

3 **Merge the two pages for one hero product.** Both are live and each names itself as the canonical page.

Impact: Medium | Effort: Low to medium

Owner: your web team, or we can do it for you as part of the €747 quick-win fix.

This audit is a snapshot: 7 questions, ChatGPT and Claude only. The bigger paid report also covers Perplexity, Gemini, Google AI Overviews, Microsoft Copilot, and Alexa for Shopping (formerly Rufus). Impact ratings are our judgement, not measured results. No fix can guarantee a mention.

Next Step

A free 15-minute call to go through these findings. If you go ahead with the fixes, we re-run the same questions 30 days after they go live, free.

WHAT WE'D FIX

Five More Gaps *Worth Fixing*

This audit is a snapshot: 7 questions, ChatGPT and Claude only, and a handful of pages checked. It shows some of what can be improved. A full review would find more. Ranked by impact, then effort; impact is our judgement. Source crops are from the HTML each page served on 25 November 2026.

1 Star Ratings Machines Can't Read

FINDING The product markup has a rating element with no score and no review count. Ratings come from a review widget, which loads with JavaScript, so crawlers that don't run JavaScript see no reviews. Brand, description, sku and gtin are missing, and availability is empty.

EVIDENCE Two product pages on the brand site
Checked 24 Nov 2026, 10:03 to 10:10 CET window (no time per page). Crop captured 25 Nov 2026, 14:10:37 CET.

```
<div class="productView-rating" itemprop="aggregateRating"
     itemscope itemtype="http://schema.org/AggregateRating">
</div>
<meta itemprop="availability" content="">
```

FIX Output ratingValue and reviewCount in the page HTML (the review app and the platform can do this), or remove the empty element. Add brand, description, sku, gtin and availability.

Impact: High (judgement) **Effort: Low**

Owner: your web team, or we can do it for you as part of the €747 quick-win fix.

2 Few Earned Best-Of Mentions

FINDING AI answers often draw on third-party articles. Of the nine UK best-of lists we checked, the brand appears in one, and that entry is labelled as an ad.

EVIDENCE No the brand page applies: this gap sits on third-party sites.
Checked 24 Nov 2026. No screenshots were saved; all nine lists, with links, are on page 11.

FIX Pitch the eczema, sensitive-skin and organic-brand lists where Competitor A, Competitor B and Competitor D appear, with your approval on every pitch.

Impact: Medium to high (judgement) **Effort: High, and slow**

Owner: You, with our list and drafts

Already working: robots.txt lets GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot, Google-Extended and other AI crawlers read your product pages, and the certification products directory has a page for your company.

FIRST FIXES, ALREADY DRAFTED

Ready to Paste, *Then Check*

These drafts use only claims published on the cited the brand pages, checked on 25 November 2026. Nothing has been invented, and no claim has been added. Please review them against your own claims process before they go live. We can implement them as part of the €747 quick-win fix.

1. Homepage Hl

Source: the brand site, title and meta description, 25 November 2026. The fix is still: give the homepage one clear H1. Today the homepage uses several carousel H1s, including product-line headlines and empty H1 tags. None of them clearly name the brand and its range.

DRAFT H1

the brand: Organic Skincare, Haircare and Makeup for Sensitive Skin

Taken from the current homepage title ("Organic Skincare, Haircare & Makeup") and meta description ("Organic Skin Care, Natural Shampoo, and Natural Organic Makeup for the Most Sensitive Skin").

2. the hero shampoo: Hl and meta description

Source: the brand site/prebiotic-gentle-herb-shampoo/, 25 November 2026. Current H1: "NEW! the hero shampoo".

DRAFT H1

the hero shampoo for Sensitive Scalps

DRAFT META DESCRIPTION

the brand the hero shampoo is a 100% natural, 62% organic, sulphate-free shampoo for irritated, itchy or sensitive scalps. Fragrance free and pH 5.5. May be suitable for scalps prone to psoriasis, dermatitis or eczema.

Every phrase is on that product page, including "may be suitable". The page also notes that the herbs in this version may give a temporary golden-yellow hue to white or grey hair.

3. FAQ block for the same page

Source: the same product page. Written so an AI assistant can quote a clear answer. Use only on this page; do not move claims from the older hero-product page onto this one.

DRAFT FAQ

Is the hero shampoo good for a sensitive scalp?

the brand describes the hero shampoo as ideal for irritated, itchy or sensitive skin. It is 100% natural and 62% organic, fragrance free, sulphate free (including SLS, ALS and sodium coco sulphate), and pH balanced at 5.5. The page says it may be suitable for scalps prone to psoriasis, dermatitis or eczema.

Is it fragrance free?

Yes. The product page lists it as a fragrance free shampoo.

PRICES

No Surprise *Costs*

- **Free audit**, delivered in 5 working days.
- **Quick-Win Fix:** €747, fixed price.
- **30/60/90 Programme:** from €2,497, with the final price fixed in writing before we start.
- **Monitoring:** €297 a month.
- All prices ex VAT.
- Paid work is invoiced in full up front.

AI Visibility Audit

Free

Seven buyer questions, 14 AI answers across ChatGPT Instant and Claude Opus 5.5 Medium, this report and a walkthrough call. The free audit is scored on these two tools only. Delivered within 5 working days. This one is yours.

Follow-up: a 30-day check-in email showing whether anything changed in your answers.

Quick-Win Fix

€747 one-off, ex VAT

The days 1 to 30 foundation fixes. We implement them with access you grant.

Follow-up: a free re-run 30 days after the fixes go live, plus a short results call on what moved, what didn't and the next improvements to make.

30/60/90-Day Programme

from **€2,497** ex VAT

All three phases on page 12, including the quick-win fixes.

Follow-up: re-runs at 30, 60 and 90 days, each with a findings note and a call to adjust the plan.

Ongoing Monitoring

€297 a month, ex VAT

Optional.

Follow-up: a monthly re-run, a one-page "what changed and what to fix next" report, and a quarterly call.

Every package includes follow-up re-runs and a results review, so we keep finding what to improve next. No paid placements, and no promise of rankings or mentions.

Book a free 15-minute call
calendar.app.google/5sg12HpRJ4rch4hT7