

Visibility Audit Summary

Pelican Panache AI

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OVERALL VISIBILITY SCORE

63

Grade: D

Your score reflects how ready AI systems are to confidently cite, trust, and act on behalf of your brand. Automation Readiness is strong, but entity clarity signals are limiting visibility.

Most businesses at this early visibility stage score between 55 and 75.

Category Breakdown

Layer 1: Entity Clarity

14 / 24

Layer 2: Structural Accessibility

14 / 20

Layer 3: Semantic Alignment

10 / 20

Layer 4: Authority & Reinforcement

10 / 20

Layer 5: Automation Readiness

15 / 15



AI Visibility Summary

AI systems can find and understand your brand, but may hesitate to cite or recommend it due to authority and alignment gaps.

Strength

Strong signals detected in Automation Readiness, providing a solid foundation.

Vital Gap

Critical gaps in Entity Clarity, Semantic Alignment, Authority & Reinforcement are reducing your Visibility Score.

Bottleneck Impact: The primary visibility constraint is a combination of Semantic Alignment and Authority & Reinforcement. AI systems can access your site, but inconsistent hierarchy signals and limited third-party validation reduce confidence in citing or recommending your brand.

Fastest Score Gains

- Enrich Title Tags and Meta Descriptions to clarify semantic meaning.
- Generate 3-5 new reviews on Google/Trustpilot to validate authority.
- Monitor and optimize existing conversion interactions to ensure AI-driven traffic is captured efficiently.

With targeted upgrades in structure and authority, your existing automation stack is well positioned to convert increased AI visibility into measurable lead flow.

Audit Recap

Your visibility score determines how effectively you are capturing market demand. A score of 63 indicates that there are some solid foundations, but key gaps preventing full visibility. Review the category breakdown to identify your weakest layers.

Want to review the detailed findings and fix these gaps?

[Book a Strategy Call](#)

Generated by PPM AI Visibility Audit Automation