

Product & Technical Documentation

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1. What Trustable Does

Trustable is an AI visibility measurement and optimisation platform. It models how AI systems retrieve, evaluate, and present information about brands — then provides the data and tools to improve those outcomes.

When a potential customer asks ChatGPT, Claude, Perplexity, Gemini, or any major AI assistant "What's the best [service] in [location]?", the AI constructs a response by evaluating trust signals, content quality, authority markers, and sentiment across the web. Trustable measures exactly how that evaluation plays out for your brand, scores it across 14 dimensions, and tells you precisely what to change.

This is not traditional SEO. AI systems don't use keyword rankings or backlink profiles the way search engines do. They synthesise information differently — and Trustable is built from the ground up to model that synthesis.

Core capabilities

- **Measure** how 8 AI platforms perceive and present your brand
- **Score** your AI readiness across 14 metrics using a dual scoring framework
- **Simulate** real buyer queries to see if AI would recommend you
- **Compare** your AI visibility against competitors in real time
- **Optimise** content for AI retrieval using semantically-validated methods
- **Monitor** changes in AI behaviour toward your brand over time
- **Act** with auto-generated action plans, content briefs, and copy-paste fixes

2. Supported AI Platforms

Trustable queries AI platforms directly to measure how they respond to real buyer queries about your brand.

PLATFORM	TYPE	COVERAGE
ChatGPT (OpenAI)	Conversational AI	Full query + response analysis
Claude (Anthropic)	Conversational AI	Full query + response analysis
Perplexity	AI Search	Full query + response analysis
Gemini (Google)	Conversational AI	Full query + response analysis
Copilot (Microsoft)	AI Assistant	Full query + response analysis
Grok (xAI)	Conversational AI	Full query + response analysis
DeepSeek	Conversational AI	Full query + response analysis
Google AI Overviews	Search AI	Full query + response analysis

Platform access scales with plan tier. All plans include ChatGPT. Higher tiers unlock additional platforms for cross-model visibility analysis.

3. Hybrid Scoring System

Trustable implements a **dual scoring framework** with **14 individual metrics**, each scored 0–100. Every score is deterministic, explainable, and reproducible.

Framework A: AI Trust & Visibility Scores

These scores measure how AI systems perceive and present your brand:

SCORE	WHAT IT MEASURES
AI Visibility Score	How often AI mentions your brand when asked relevant questions
AI Trust Score	Composite measure of sentiment strength, hedging absence, recommendation likelihood, and negative mention avoidance
AI Recommendation Score	How frequently and strongly AI recommends your brand, weighted by recommendation strength
AI Citation Score	How often AI links directly to your website or content

Sentiment Score	Net sentiment polarity across all AI responses about your brand
Confidence Score	How confidently AI speaks about your brand (absence of qualifiers and hedging language)
Local Visibility Score	AI visibility for location-specific queries, factoring in local business data completeness
Social Discovery Score	Breadth of social media presence that AI systems can reference
Overall AI Readiness Score	Weighted composite of all trust and visibility metrics, graded A+ through F

The AI Trust Score uses a multi-component weighted formula incorporating sentiment analysis, hedging detection, recommendation tracking, and negative mention monitoring. The specific weights are calibrated through empirical testing against real AI platform behaviour.

Framework B: Technical & Content Scores

SCORE	WHAT IT MEASURES
Technical Score	Starts at 100 and deducts for issues that impair AI crawlability: missing schema, meta data gaps, performance problems, broken links
Content Score	Per-page quality assessment: word count adequacy, header structure, title/meta quality, schema markup, link profile, image accessibility
AEO Score	Answer Engine Optimisation readiness: schema richness, AI mention rate, citation rate, question targeting, structured content
Overall Health Score	Weighted composite of technical, content, and AEO scores

Score Explainability

Every score includes:

- **Component breakdown** — each factor's contribution to the final score
- **Top drivers** — the specific positive and negative factors with impact values
- **Risk flags** — issues rated by severity (critical, high, medium) with descriptions
- **Recommended actions** — prioritised fixes with expected impact and category

This is not a black box. Every number is traceable to specific, actionable factors.

4. AI Recommendation Simulation

The Simulation Engine answers the question every business needs answered: **"If a customer asked AI for a recommendation right now, would it recommend me?"**

How it works

1. **17 query templates** across 5 categories (recommendation, trust, alternatives, purchase intent, comparison) are populated with your actual brand details, services, location, and competitor names
2. Each query is sent to your selected AI platforms
3. Every response is analysed for: brand mention, recommendation strength, winner identification, sentiment, and competitive positioning
4. When your brand loses, a **gap analysis** identifies exactly what signals the winning competitor had that you didn't

Output

- Win/loss rate across all queries and platforms
- Biggest competitive threat identified
- Most common missing signal
- Per-query breakdown with winner, confidence level, and gap analysis
- Tracked over time to measure improvement

This is the closest thing to a controlled experiment on AI recommendation behaviour that exists in the market.

5. The Entity-Stuffing Discovery

Early in development, Trustable tested the prevailing GEO (Generative Engine Optimisation) recommendations being promoted across the SEO industry: increase entity density, remove pronouns, front-load definitions, and add structured entity references.

The test

We applied standard entity-stuffing optimisation to live content and measured the impact on AI retrieval probability using cosine similarity against real query embeddings.

The result

METRIC	BEFORE OPTIMISATION	AFTER OPTIMISATION	CHANGE
Cosine similarity to target queries	55.48%	49.44%	−15%

Entity stuffing made AI retrieval worse, not better.

The standard industry recommendations — the ones being sold as GEO services — actively reduced the probability that AI systems would surface the optimised content.

Why this matters

Most AI visibility tools and agencies are applying SEO-era thinking to a fundamentally different retrieval mechanism. AI systems use embedding-based semantic matching, not keyword frequency. Increasing entity density can actually push content away from the query embeddings that matter.

Trustable's optimisation engine detected this regression automatically and blocked the deployment. Our approach requires **query-specific semantic alignment** — optimising content to match the actual embedding space of real buyer queries, validated before deployment.

This is the difference between guessing and measuring.

6. Complete Feature Suite (20 Features)

Hero Features

1. AI Recommendation Simulation

Simulates real buyer queries across AI platforms. 17 templates across 5 categories. Full winner analysis with gap breakdown. Session tracking for longitudinal measurement.

2. "Why You Lost" Breakdown

When AI prefers a competitor, this feature identifies the deciding factor. Compares 15+ trust signals across 5 categories (content, trust, authority, technical, social). Generates prioritised fixes with effort estimates, expected impact, timeline, and example wording.

3. Trust Drift Timeline

Tracks how AI's perception of your brand changes over time. Detects improvement events, declines, anomalies, and competitor-driven shifts with causal analysis. Generates 30/60/90-day forecasts with optimistic, realistic, and pessimistic scenarios.

4. Language Alignment Score

Measures how closely your brand's language matches the language AI naturally uses when describing your category. Includes industry-specific language patterns. Generates phrase-level recommendations to close alignment gaps.

5. 14-Day Action Plan

Auto-generated day-by-day plan with: prioritised daily tasks with time estimates, copy-paste content snippets, review request templates (email, SMS, in-person scripts), platform-specific social post scripts with optimal timing, and pages to create.

6. Trust Badge

Embeddable verification badge for your website in 3 tiers: Monitored, Verified, and Certified (based on score thresholds). Generates embed code. Tracks impressions, clicks, and verification checks.

Competitive Intelligence

7. Competitor Intelligence System

7 alert types monitoring competitor movements. Intelligence feed with daily/weekly digests. Category leaderboard with position tracking. Content gap finder identifying topics where competitors have AI visibility and you don't.

AI Insights

8. AI Insights Engine

"What Would AI Say About Me?" — generates a preview of how AI would describe your brand. Before/After preview for proposed changes. Brand Safety Monitor for detecting misinformation. Quote extraction from real AI responses.

Engagement & Retention

9. Quick Wins Dashboard

Surfaces the top 3 things you can fix in under 10 minutes. Copy-paste ready. Includes streak tracking for team engagement.

10. Weekly Digest

Automated email digest: score changes with trend arrows, threats detected, opportunities identified, quick wins, notable AI quotes about your brand, and competitor updates.

11. Ask the AI Widget

Embeddable widget for your website that lets visitors ask questions about your brand. Supports live and curated response modes. Built-in safety guardrails with blocked topics and disclaimers. Analytics on what visitors are asking.

Marketplace & Community

12. Prompt Library

Community-driven prompt packs organised by industry and location. Official, community, and verified author types. Usage stats, ratings, and effectiveness scoring.

Tracking & Evidence

13. Response Changelog

Tracks exactly how AI responses about your brand change over time. Detects 8 change types: improvements, declines, new mentions, lost mentions, position changes, sentiment shifts, and competitor additions/removals. Extracts key quotes flagged as testimonial-usable.

14. Category Benchmark

Compare your scores to category averages and top 10%. Percentile ranking, gap-to-close analysis, and auto-generated 30/90-day improvement goals.

Premium Services

15. "Fix It For Me" Done-For-You

Premium managed service in 3 tiers. Task queue with approval workflow. Weekly performance reports tracking impact of completed work.

Proof & Compliance

16. Proof Mode Widget

Embeddable widget displaying real AI quotes about your brand. Auto-refresh with quote rotation. Positive-only filter. Impression tracking for measuring engagement.

17. AI Audit Trail

Timestamped, tamper-evident log of every AI response about your brand. Response integrity verification via hashing. Fact-checking and issue detection (incorrect information, negative claims, missing context). Compliance-grade reporting with full export.

18. Recovery Playbook

Auto-generated when scores drop significantly. Multi-phase recovery plans triggered by score drops, visibility loss, negative reviews, or competitor surges. Progress tracking comparing score-at-start to current performance.

19. Monitoring Integrity Score

Measures how comprehensive your monitoring setup is. Evaluates 6 categories: platform coverage, prompt diversity, competitor tracking, integration completeness, alert configuration, and engagement. Gamifies thorough product usage.




20. Site Audit Engine

Full website technical audit evaluating 30+ issue types across multiple severity levels. Per-page analysis of content quality, schema markup, header structure, meta data, performance, and crawlability. Issues include specific remediation guidance.

7. AI Copilot

The AI Copilot is a strategic advisor built into the platform. It operates with full context awareness — every conversation is informed by your live scores, scan history, audit results, review data, competitor benchmarks, and plan details.

Three operating modes

MODE	PURPOSE	STYLE
 Diagnose	Investigate problems, explain scores, identify root causes	Analytical, evidence-based
 Action	Generate fixes, create content, build plans	Direct, actionable, template-ready
 Report	Summarise status, generate stakeholder updates	Concise, high-level, presentation-ready

17 tools across 5 categories

CATEGORY	CAPABILITIES
Analysis	Explain any score in plain language, surface the specific drivers behind score changes, compare your performance to any tracked competitor, analyse trust drift patterns
Strategy	Identify priority fixes ranked by impact, recommend what to fix first with reasoning, generate full action plans

Content	Generate prompt sets for monitoring, create content briefs optimised for AI retrieval, fix specific audit issues with ready-to-implement solutions, draft review responses
Simulation	Run recommendation simulations on demand, analyse why you lost specific queries, evaluate language alignment
Reporting	Generate executive reports, export action plans, create 14-day improvement plans

Structured response format

Every Copilot response follows a consistent structure:

1. **What I Think Is Happening** — direct diagnosis
2. **Why It Matters** — business impact
3. **Top 3 Fixes** — prioritised table with impact and effort
4. **Exact Wording** — copy-paste ready before/after text
5. **What To Do** — today and this-week checklists
6. **Confidence & Citations** — confidence level with reasoning and data sources

Advanced capabilities

- **Confidence modelling** with explicit assumptions, missing data inventory, and counterfactuals ("what would change this assessment")
- **Opportunity cost analysis** — quantifies what you'd gain by *not* pursuing low-impact activities
- **Adversarial scenario testing** — stress-tests your AI presence against hypothetical competitive moves
- **Learning from outcomes** — tracks predicted vs actual score changes to improve future recommendations

8. Competitive Intelligence

Trustable runs the same AI platform queries for your competitors that it runs for you, generating direct head-to-head comparisons.

What you get

CAPABILITY	DETAIL
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Score comparison	Your visibility, trust, recommendation, and citation scores vs each competitor, with exact differences
Share of voice	Platform-by-platform visibility percentages across your competitive set
7 alert types	Score increases, new content detection, review spikes, schema additions, visibility surges, new competitors entering the space, ranking changes
Content gap analysis	Topics where competitors have AI visibility and you don't, with recommendations to close gaps
Category leaderboard	Ranked position within your category with trend tracking
Intelligence digests	Daily or weekly summaries of all competitor movements with recommended responses

9. Plan Tiers & Access

Tier overview

TIER	POSITIONING	KEY DIFFERENTIATORS
Free	Trial / evaluation	Single platform, limited queries, basic scoring
Starter	Small businesses getting started	Core monitoring, basic Copilot access, limited competitor tracking
Professional	Active optimisation	Multi-platform monitoring, full Copilot with tool execution, simulation engine, scheduled reports
Scale	Agencies and multi-location brands	High-volume monitoring, white-label reports, priority support, extended platform coverage
Custom / Enterprise	Enterprise and DXP integration	Unlimited everything, full API access, all platforms, custom SLAs

Feature access by tier

FEATURE	FREE	STARTER	PROFESSIONAL	SCALE	CUSTOM
AI visibility scanning	✓	✓	✓	✓	✓
14-metric scoring	✓	✓	✓	✓	✓

Competitor tracking	Limited	Limited	✓	✓	✓
AI Copilot	✗	Basic	Full	Full	Full
Simulation engine	✗	✗	✓	✓	✓
Export reports	✗	✗	✓	✓	✓
White-label	✗	✗	✗	✓	✓
API access	✗	✗	✗	✗	✓
Priority support	✗	✗	✗	✓	✓

10. Enterprise Integration

API-first architecture

Every Trustable capability is accessible via REST API with OpenAPI-compatible endpoint definitions. Enterprise clients can integrate AI visibility data directly into existing systems.

METHOD	DESCRIPTION
REST API	Full programmatic access to all scanning, scoring, content generation, and reporting capabilities
Outbound webhooks	Push notifications for alerts, score changes, and scan completions (HMAC-signed)
Inbound webhooks	Trigger scans and ingest data from external systems
SSO	Enterprise single sign-on support
White-label	Custom branding on reports, badges, and client-facing outputs
Data export	JSON and CSV export for all report types

DXP integration pattern

1. **Content publishing** → API-triggered scans run automatically when content is published
2. **Dashboard integration** → Score data pulled into existing DXP dashboards via REST
3. **Alert routing** → Webhook notifications pushed to your existing notification systems
4. **Content editing** → Content generation API called from within your CMS/DXP editors
5. **Governance** → Audit results integrated into your content governance workflows

11. Pilot Programme

Phase 1: Baseline (Week 1)

- Configure brand profile with competitors, services, and target regions
- Run initial scans across all available AI platforms
- Generate baseline scores across all 14 metrics
- Produce competitive benchmark report
- Run first AI recommendation simulation

Phase 2: Optimisation (Weeks 2–3)

- Auto-generate 14-day action plan based on baseline gaps
- Execute priority fixes identified by the scoring system
- Run language alignment analysis and implement recommendations
- Re-scan to measure initial impact

Phase 3: Validation (Week 4)

- Full comparative scan: before vs after across all metrics
- Competitive position change report
- Simulation re-run to measure recommendation rate improvement
- Executive summary with ROI indicators

12. Why Trustable Is Different

vs. Traditional SEO tools

Traditional SEO tools measure keyword rankings, backlink profiles, and search engine result pages. AI systems don't use any of these signals in the same way. They evaluate content semantically through embedding-based retrieval. Trustable is built for this new paradigm — it measures what AI actually does with your content, not what search engines do.

vs. "GEO" offerings

Most Generative Engine Optimisation services are applying SEO-era tactics (entity stuffing, keyword density, backlink strategies) to AI visibility. Our own testing proved this approach can actively harm AI retrieval probability (–15% in controlled testing). Trustable uses embedding-validated, query-specific semantic alignment — and blocks optimisations that would cause regression.

vs. Brand monitoring tools

Brand monitoring tools track mentions across social media and press. Trustable tracks how AI systems specifically respond to buyer-intent queries about your brand. The difference: we're measuring the AI's *recommendation behaviour*, not just whether your name appears somewhere online.

vs. Building it yourself

The Trustable platform represents 17,000+ lines of purpose-built code across 50+ modules: scoring engines, simulation frameworks, competitive intelligence, drift detection, content generation, and a full AI Copilot. This is not a wrapper around an API call. It's a measurement and optimisation system built from first principles for the specific problem of AI visibility.

The core thesis

AI is becoming the primary discovery layer for services, products, and brands. The businesses that measure and optimise for AI visibility now will have a structural advantage as AI-mediated discovery grows. Trustable provides the measurement infrastructure to make that optimisation data-driven rather than speculative.