

SAMPLE READING

AI Visibility Report

Northgate Communications Ltd · Company number 08814432 (fictional) · Read 3 October 2026 · 25 buyer questions · 7 AI answer surfaces · twice on one day

INDEPENDENT AUDITOR

Digital Trust Audit Ltd

Assessed and signed against the published standard

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INTRODUCED BY

OD3X Growth

Requested through OD3X Growth, which receives a copy with the requester's agreement

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25

buyer questions, agreed in
advance

7

AI answer surfaces, each
asked twice

350

readings, with Google search
as a control

18

readings in which Northgate
was named

When a West Yorkshire business asks an AI assistant who to call about hosted voice, connectivity or mobile, Northgate is named in 18 of 350 readings. One regional competitor is named in 136. Six of the twenty-five questions returned no supplier at all on any surface.

Where Northgate was named, the systems quoted the two named case studies and the Leeds address. Where it was not, they quoted dates, accreditations, review counts and published comparisons, and Northgate publishes none of those.

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Questions on the findings, corrections, the items that could not be confirmed, and re-assessment

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Reading the report with you, and the work that follows if you want it

How the reading was taken

Twenty-five questions, written the way Northgate's buyers ask them and agreed with the requester before anything was run. Each was put to seven AI answer surfaces twice on 3 October 2026, morning and afternoon, and to Google search once as a control. A firm counts only when it is named in an answer body; the publisher of a cited page does not count.

Readings in which Northgate was named, out of 50 per surface



Mentions of the six most-named competitors per surface



Copilot never named Northgate

Every Copilot answer was built from Google Business Profile cards with ratings and review counts. Northgate's profile carries the NGC Voice name and four reviews.

Perplexity named it most

Five readings, all citing the two published case studies by client name.

Answers moved between runs

Eleven of the 175 question-surface pairs returned different firms morning and afternoon. Both are counted. Instability is a finding, not noise.

Google search, the control

Northgate ranked on page one for four of the twenty-five questions. The surfaces that named it were not the surfaces reading those pages.

The firms the surfaces put forward instead

Every firm named by two or more surfaces across the fifty readings per surface, with Northgate last. The number is readings in which the firm was named, out of fifty.

Firm	ChatGPT	Copilot	Claude	Perplexity	Gemini	Google AI Overview	Google AI Mode	All
Pennine Voice & Data Hosted voice reseller, Leeds	22	18	14	26	19	16	21	136
Yorkshire Comms Group Telecoms and IT, Bradford	17	6	11	20	15	12	18	99
Airedale Connect Connectivity and SIP, Keighley	9	14	8	15	7	10	12	75
Castleford Telecom Lines, calls and mobile	6	21	3	9	4	8	5	56
Northern UC Partners Microsoft Teams voice specialist	12	2	13	14	16	9	11	77
Trinity Networks (Leeds) MSP selling voice	5	11	6	8	6	14	9	59
Northgate Communications Ltd The subject of this reading	4	–	2	5	3	2	2	18

Named by one surface only

Fourteen further firms, each named by a single surface: six national carriers and wholesalers named by ChatGPT and Gemini when a question mentioned SIP or leased lines; five IT support companies named by Copilot from their Business Profile cards; three Leeds web and marketing agencies named by Claude in error, from a roundup article about the region.

Pennine Voice & Data is named in 136 of 350 readings. It is not the largest of these firms and it does not rank first in Google for any of the twenty-five questions. It is named because it has published dated case studies for eleven named clients, holds a Google Business Profile under its trading name with 61 reviews, and appears in two regional business-award lists that three surfaces quoted.

What the systems quoted when they chose a firm

Across the 350 readings, every recommendation was built from something a system could read and check. These are the kinds of evidence quoted, most often first.

Named clients and dated case studies

Quoted in 91 readings. Every surface except Copilot used them, and the firms with the most named clients were named most.

Google Business Profile rating and review count

Quoted in 58 readings, all of them Copilot and Google AI Overview. A profile under a different name than the website was treated as a different business.

Place

Quoted in 74 readings: a street address in the town the question named, or an explicit coverage area.

Accreditations and registrations

Quoted in 39 readings: ISO certificates, wholesaler partner status, trade body membership, ICO registration, each checkable on a public register or partner locator.

Published comparisons and award lists

Quoted in 33 readings, mostly Gemini and Claude. Two regional award lists and one supplier comparison accounted for most of them.

Dated announcements

Quoted in 21 readings: a new office, a new partnership, a service launch, each with a date within the last two years.

Northgate's checkable facts, as the systems could read them on 3 October 2026

Fact	Published where a system can read it
Named clients with a case study	Partly Two case studies, no dates
Google Business Profile under the website's name	Not Profile carries NGC Voice, four reviews
Coverage area stated on the site	Not No towns or regions named
Accreditations with checkable numbers	Partly Two wholesaler badges, no ICO or ISO numbers
Dated announcements in the last two years	Not Last news item 2022
Named people with roles	Published Two, both with LinkedIn profiles

The reading records what was quoted. It does not say what Northgate should publish, in what order, or who should do it; that is the work that follows, and Digital Trust Audit Ltd takes no part in it.

Six questions with no supplier in the answer

On six of the twenty-five questions, no surface named any firm in either run. The systems explained the technology, cited Ofcom or a comparison site, and stopped. The questions themselves are not published; the theme of each is described below.

1. Replacing a legacy phone system at a Leeds law firm with more than one office

Every surface described the technology; none named a West Yorkshire supplier.

2. A SIP trunk provider for a manufacturer keeping its existing phone system

Two surfaces named national carriers; no regional firm was named.

3. Business mobile for a field-service company in Bradford

Networks were named; no reseller was.

4. A single supplier for connectivity, voice and Microsoft 365 for a 40-seat accountancy practice

Surfaces described the category and declined to name a local firm.

5. A second connectivity line for a Wakefield warehouse

Ofcom guidance and price comparison sites were cited; no supplier named.

6. A business moving offices within Leeds that wants to keep its numbers

Porting was explained correctly by every surface; nobody was recommended to do it.

An empty answer is an open position. On these six questions the first West Yorkshire firm to publish a checkable, dated, placed answer is likely to be the first one named, because there is nothing for the systems to prefer over it. Which of them Northgate should take is a commercial decision for Northgate and whoever does its marketing.

How the open questions were identified. A question is open when every surface, in both runs, returned an answer body that named no supplier at all. Questions where a national carrier or network was named are not counted as open and appear in the table on page 3 as single-surface mentions.

What the next reading measures

This reading is the baseline. The same twenty-five questions are read again at a stated interval, on the same seven surfaces, twice on one day, and the two readings are set side by side.

Readings in which Northgate is named

18 of 350 today.

Surfaces naming Northgate at least once

6 of 7 today. Copilot is the gap.

Open questions

6 of 25 today, listed on page 5.

Most-named competitor

Pennine Voice & Data, 136 of 350 today.

What a movement means

A rise in Northgate's count on a surface is read against what that surface quoted: if it begins to quote a new case study or a corrected Business Profile, the cause is visible. A fall is reported in the same way. Instability between the two runs on one day is reported as a finding. The reading never says a figure moved because of any particular piece of work; it says what the systems quoted.

What this reading does not do

It does not rank the firms named, assess their quality, or predict where any of them will be named next. It does not publish the question set, because a published question set is a gameable one. It does not recommend who should do the work that follows.

Who sees this reading. Digital Trust Audit Ltd holds it. OD3X Growth, which introduced the audit, receives a copy with the requester's agreement recorded at the time of the request, so that it can offer the work that follows. Digital Trust Audit Ltd does not sell that work and takes no commission from whoever does it.

Requesting the next reading. digitaltrustaudit.co.uk, or by reply to audit@digitaltrustaudit.co.uk. The interval is agreed with the requester and stated on the next report.

This is a sample. The company and every firm named are fictional, and every figure is illustrative.