

This is a specimen, not a real audit. Sandriver Safari Collection does not exist, nor do the competitors named in it, and every web address shown is under `.example`, a domain reserved so that it can never belong to anyone. The figures are illustrative and chosen to show what a typical result looks like. The structure, the measurements and the wording are exactly what you receive; only the company is invented.

The findings and fixes are withheld here. Each grey block is a passage of writing about one specific fault: what we found, the evidence for it, and what to change. They are greyed out in the sample because the diagnosis is the thing you are buying. The number of findings, how they are graded and how much is written about each is exactly what your own report contains.



SPECIMEN — NOT A REAL BUSINESS · 09 AUGUST 2026

Sandriver Safari Collection

sandriver-safaris.example



Named despite the technical faults

Your reputation is carrying you. Models name you on the strength of what others say, not what your site tells them - so the technical fixes here are unusually high-leverage.



The headline figure is half technical readiness — can AI systems read your site — and half visibility, how often they actually name you, measured against a realistic target and against the businesses named alongside you. A perfect website nobody is recommended by is not a success, so both halves count equally.

FIX THIS FIRST

[Greyed out content block]

What to do:

[Greyed out content block]

Can AI systems read the site?

Score capped at 55 (from 88), a crawler your robots.txt welcomes is refused by your server

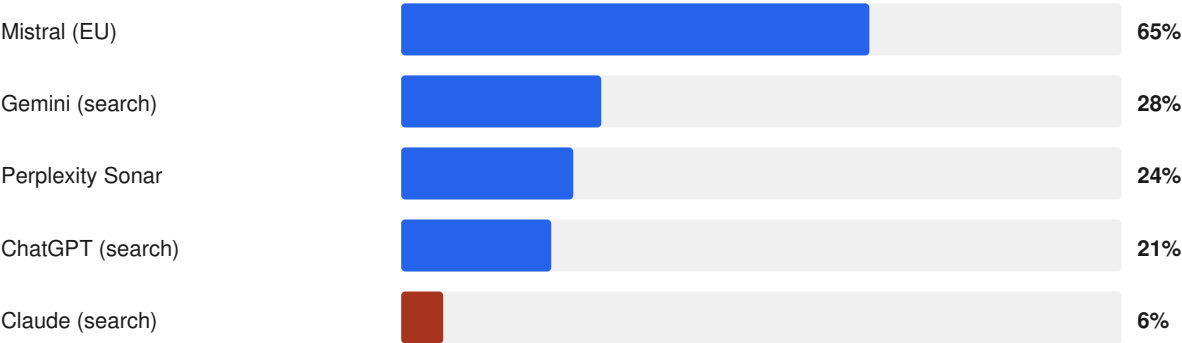
CRAWLER	ACCESS	WHAT IT CONTROLS
OAI-SearchBot	WELCOMED	ChatGPT search results Rule found: Allow: /
PerplexityBot	WELCOMED	Perplexity answers and citations Rule found: Allow: /
ClaudeBot	WELCOMED	Claude web search Rule found: Allow: /
Bingbot	ALLOWED	Microsoft Copilot and Bing Rule found: Allow: /
Google-Extended	ALLOWED	Gemini grounding Rule found: Allow: /
GPTBot	WELCOMED	OpenAI model training Rule found: Allow: /
ChatGPT-User	WELCOMED	Live fetches when a user shares your link Rule found: Allow: /
Applebot-Extended	ALLOWED	Apple Intelligence Rule found: Allow: /

Welcomed means your robots.txt names that crawler and permits it — a deliberate, stated position. You do this for 5 of 8. **Allowed** means it can read the site, but by default rather than by decision: nothing names it, so nothing objects. **Blocked** means it is refused. Welcomed and allowed both work today; the difference shows up later, because a stated rule survives a website rebuild or a CDN turning on AI blocking, and silence does not. Blocking training crawlers such as GPTBot is a legitimate choice; blocking search crawlers only makes a business harder to find.

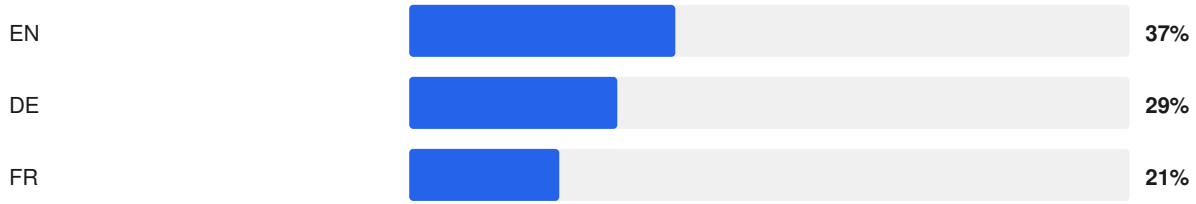
Does AI recommend this business?

Sandriver Safari Collection was named in 155 of 534 answers (29%) across 5 AI models and 3 languages, with each question asked 3 times.

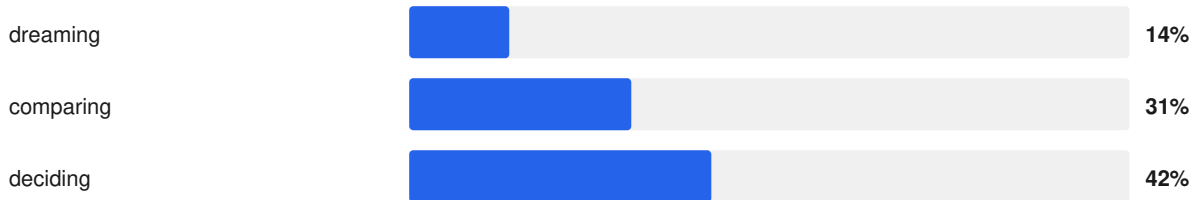
By AI model



By language



By stage of the customer's research



Early-stage (“dreaming”) questions are where most operators are invisible, and where there is most room to gain. Late-stage (“deciding”) questions name the business directly, so a low rate there is more serious.

Who gets recommended instead

Ranked by how often each name appears across the same set of questions. 6 further names detected but not shown at this tier.

#	COMPANY	SHARE OF ANSWERS
1	Olturo Safari Company (auto-detected, unverified)	62%
2	Nyati Plains Safaris (auto-detected, unverified)	48%
3	Halisi Journeys (auto-detected, unverified)	41%
4	Mokoro & Marula (auto-detected, unverified)	33%
5	Sandriver Safari Collection ← you	29%
6	Kopje Light Expeditions (auto-detected, unverified)	22%
7	Ubwana Wild (auto-detected, unverified)	18%
8	Ridgeback Travel (auto-detected, unverified)	14%

Sandriver Safari Collection ranks **5 of 8** among the businesses appearing in these answers.

Where the AI models get their information

The sources cited most often when answering these questions. Being present, accurate and well reviewed on these sites influences what AI says.

SOURCE	CITED IN
safaritravelguide.example	41%
thewildlistings.example	28%
bushandbeyondreviews.example	22%
africaguidedirectory.example	17%
sandriver-safaris.example	9%

Questions where the business never appeared

19 questions produced no mention in any run. These are the clearest opportunities.

QUESTION	STAGE	LANG

What to do, in order

Withheld in this specimen. Your report carries the finding, the evidence and the fix in full, written out like this for each fault.

1. **CRITICAL**

[Redacted text block]

Fix:

[Redacted text block]

2. **WARNING**

[Redacted text block]

Fix:

[Redacted text block]

3. **WARNING**

[Redacted text block]

Fix:

[Redacted text block]

4. **OPPORTUNITY**

[Redacted text block]

Fix:

[Redacted text block]

WHAT THIS MEANS

Your reputation is carrying you. Models name you on the strength of what others say, not what your site tells them - so the technical fixes here are unusually high-leverage. The most consequential single finding:

[Redacted text block]

Start with the first item in the action plan —

[Redacted text block]

Method and limitations

- **What was tested.** ChatGPT (search), Claude (search), Perplexity Sonar, Gemini (search), Mistral (EU), queried via API, in EN, DE, FR. Each question was asked 3 times.
- **Readiness scoring.** Out of 100: crawler access 58 points, readable without JavaScript 15, travel structured data 12, page basics 6, sitemap 5, llms.txt 4. A site whose content requires JavaScript is capped at 50, because crawler permissions are moot if there is nothing to read.

Prepared by Signalword.