

You own your town — and you're invisible everywhere you mean to grow.

When people ask AI to recommend a wealth manager, Northaven & Co is strong at home and absent beyond it. This is the complete read: what's true, the map to own, and exactly what to do.

EMERGING · AT-RISK

33

AI-readiness 33/100 — measured across **7 AI engines** and **7,796 real answers** about your firm, anchored in a harvest of **930 real UK buyer voices**. The foundation is strong; the new AI layer is the gap — and the opportunity.

PREPARED FOR

**Northaven & Co ·
Chartered IFA**

TERRITORY

**Home county · growth
corridor**

MEASURED

**June 2026 · 7 engines · 500
prompts**

Every figure carries its source query. The raw evidence — every prompt, quote and count — is in the companion data workbook.

ANONYMISED SAMPLE

This is a **real Avouch deliverable**, reproduced so you can see exactly what the work looks like. Every number, chart and finding is exactly as measured. Only the identifying details are changed: the firm and its people are renamed, its towns are replaced with structural labels (home town / neighbouring town / county), and smaller rival firms are shown as "Local firm A-G". National brands and public platforms are named as they appeared in the data.

WHAT'S INSIDE

The whole picture — then the plan.

Everything: what's working, the full truth of the gaps, the territory to own, what's coming, and exactly what to do.

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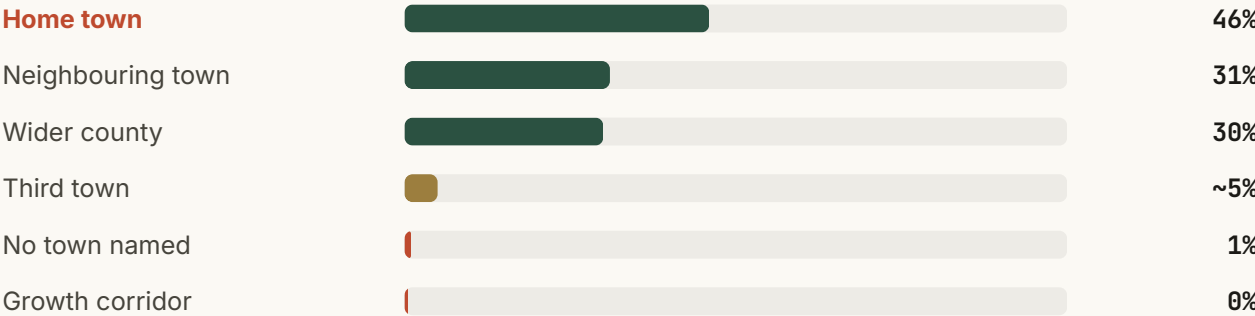
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THE TRUTH

Town by town, not one muddy average.

When a buyer names a town in the county, you're recommended ~1 in 3 times. Beyond your towns, you all but disappear.



THE HONEST HOME READ

Home town 46% · Neighbouring town 31% · the county 30%. On your home patch you're genuinely competitive — a base most firms never build.

WHY WE DON'T LEAD WITH "13%"

Average every question into one number and you get 13%. That blend hides both truths. We report the patch you actually serve.

You own your home town. You're building the city to the north. The road north is wide open. One number could never tell that story — so we don't use one.

Measured on 6,555 competitive (non-branded) answers, sweep v3.1-s7-personas. Branded recall — when a buyer names you directly — is 98.9% (1,227/1,241): when AI knows to look for you, it gets you right.

THE TRUTH

The firms AI hands your buyers — and how it speaks of you.

In 40% of competitive answers AI named a rival and not you. National names dominate the recommendation.

MOST-RECOMMENDED FIRMS (BY BRAND MENTION)

Northaven & Co		855
Quilter		423
Local IFA B (Home town)		408
Hargreaves Lansdown		319
Evelyn / SJP		313

You're actually the **most-named single firm** in your patch — but a local rival, **Local IFA B**, and the nationals press close. (Competitors discovered from the data, not guessed.)

PER ENGINE — WHERE YOU'RE NAMED (NON-BRANDED)

Grok		26.7%
ChatGPT		14.4%
Gemini		13.5%
Claude		11.8%
Perplexity		8.5%
Brave		7.2%
Google AIO		2.3%

You're weakest where most people now look — Google's AI Overviews **name** you 2.3%, but **cite your site ~10%** (see next page).

WHEN AI DOES NAME YOU, HOW DOES IT DESCRIBE YOU? (855 MENTIONS)



Even when you're named, you're mostly just listed — only 1 in 5 mentions is warm. Being recommended, not just present, is the job.

SOURCE • CIP SWEEP V3.1-S7-PERSONAS • BRAND_MENTIONS.IS_CLIENT / .IS_COMPETITOR • BRAND_SENTIMENT

THE TRUTH

You're fighting three different battles.

Who you compete with in AI answers, in Google's results, and in your buyers' minds are three almost entirely different sets. One competitor list would mislead you.

IN AI ANSWERS — WHO AI RECOMMENDS

- Local IFA A
- Quilter
- Local IFA B (Home town)
- Local IFA C
- National group D

Local IFAs + national consolidators. Win with local content + entity clarity.

IN GOOGLE RESULTS — WHO RANKS FOR YOUR TOPICS

- gov.uk
- moneyhelper.org.uk
- St James's Place
- Aviva
- Age UK

National info & provider brands. Win with genuinely helpful, quotable content.

IN BUYERS' MINDS — NAMED IN THE VOICE HARVEST

- St James's Place ×38
- Hargreaves Lansdown ×37
- AJ Bell ×37
- Vanguard ×21
- Quilter ×14

The big platforms & DIY — SJP often as the cautionary tale. Win on trust: why a chartered local adviser beats a platform.

Only a name or two appears in more than one list. Beat one set and you've barely touched the others — each battle needs its own play.

SOURCE • AI: CIP BRAND_MENTIONS • GOOGLE: AHREFS ORGANIC COMPETITORS • MINDS: VOICE_CORPUS (930)

THE DISTINCTION THAT MATTERS MOST

Named in the answer is not the same as cited as the source.

These are two different battles. You're winning one and losing the other — and they need different work.

MENTION SHARE OF VOICE — NAMED IN THE ANSWER

Northaven & Co		27%
Quilter		13%
Local IFA B		13%
Hargreaves Lansdown		10%

Of every firm AI names to your buyers, more than **1 in 4** is you. Your name has currency in your patch.

CITATION SHARE OF VOICE — CITED AS THE SOURCE

Local IFA A		1,483
Northaven & Co		946
National group D		703
Local IFA C		689

As a source, Local IFA A's site is cited 1.6x more than yours — and across all firm sites you're just **~2%**. AI knows your name, but builds its answers from others' content.

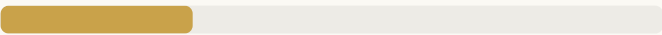
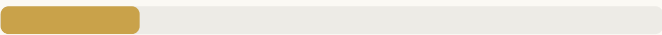
Read the two together. You're **known** (named #1 in your patch) but not the **reference** (your content isn't what AI quotes). That's the whole opportunity: convert name-recognition into being the source — by making your pages the most quotable answer to each buyer question. Mention without citation is fragile; citation is what compounds.

SOURCE • MENTION SOV = BRAND_MENTIONS AMONG THE COMPETITIVE SET • CITATION SOV = CITED_URLS FIRM-DOMAINS
• SWEEP V3.1-S7-PERSONAS

THE REFRAME

You already out-rank the firms AI names.

Domain authority is the expensive asset to build. You have more of it than the local rivals beating you — so this is winnable.

Northaven & Co		DR 25
National group D (national)		DR 38
Local IFA C		DR 11
Local IFA A		DR 8

Local IFA A is cited by AI more than any local firm (1,483 answers) on a Domain Rating of 8 — a third of yours. Local IFA C, cited 689 times, sits at 11. Only National group D, a national consolidator, out-ranks you.

What this means. AI recommendation here is **not** won on backlinks — you already lead your local rivals on the slowest, most expensive signal. The gap is the AI layer: whether the engine can identify you, whether your content answers the question, and whether your reviews sit where engines read them. All faster and cheaper to fix than authority.

You've done the hard, slow part. What's missing is the layer that's quick to put right — the best news in this review.

SOURCE • AHREFS SITE EXPLORER, LIVE 29 JUN 2026

VOICE OF CUSTOMER + ICP TRUTH-TEST

We listened to 930 real buyers — then tested you against them.

This audit isn't guesswork. We harvested 930 real UK buyer voices — Reddit, Trustpilot, VouchedFor, MumsNet — and anchored your 500 prompts to them, so we test what AI says against what buyers actually ask.

A co-equal pillar — level with SEO & GEO. Deep customer research that used to cost tens of thousands of pounds — real buyers, in their own words; it words every prompt and slices every score.

930

real UK buyer voices harvested — Reddit (r/UKPersonalFinance, r/FIREUK), Trustpilot & VouchedFor reviews, MumsNet — the library your 500 prompts are anchored to

47

specific to Northaven — your 5-star reviews **plus** live threads naming your space

100%

of your AI visibility comes from **two** buyer types — at-retirement & just-inherited

WHAT YOUR BUYERS ACTUALLY SAY (VERBATIM)

- "I've been given the hard sell by a wealth manager who wants £500+VAT a year — is that worth it?"
r/UKPersonalFinance — fees & distrust
- "My husband passed away 4 months ago — after an insane amount of paperwork and admin, I need help."
r/UKPersonalFinance — bereavement + lump sum
- "At what point is a financial adviser actually worth it?"
r/UKPersonalFinance — the 'worth it' question

THE MIRROR TEST — YOUR WORDS VS THEIRS

BUYERS SAY	YOUR PAGES SAY
tax-free lump sum	"tax-efficient withdrawal"
how much to retire	"decumulation strategy"

ICP TRUTH-TEST

- **Confirmed:** local private client (at-retirement & just-inherited) = 100% of your AI visibility.
- **Off-target:** business-owner / employer / jobseeker (96/178 clusters, 2-7%) — not your market.
- **Emerging:** bereavement / lump-sum & next-gen — under-served, rising.

The pains are clear — distrust of big firms, fee anxiety, life-event lump sums. Your trust is real; it just isn't in the language your prospects use.

SOURCE • VOICE_CORPUS • 930 UK BUYER VOICES (ICP_ID=IFA-UK) + 47 NORTHAVEN-SPECIFIC • SITE-COPY MIRROR • PROMPT ICP TAGS

THE TRUTH

You're absent where the journey begins.

The biggest-volume buyer questions already trigger an AI answer — and on those, you're nowhere.

NAMED RATE BY QUESTION TYPE (NON-BRANDED)

Local ("IFA in Home town")		34.3%
Buying		19.1%
Comparison		11.2%
Trust / reputation		8.6%
Category education		3.3%
Problem-led		0%

DEMAND BEHIND THE QUESTIONS (UK / MO)

QUESTION	VOL	AI?
how much do I need to retire	2,600	AIO
inheritance tax on pensions	1,900	AIO
what to do with an inheritance	100	AIO
financial advisor, home town	150	Local
financial advisor, corridor town	150	Winnable

1,150 "I have £X — what should I do?" questions. You're named in none. That's the moment the relationship begins — and it's wide open.

SOURCE · CIP INTENT SPLIT · AHREFS KEYWORDS EXPLORER (GB), 29 JUN 2026

THE BIG REFRAME

A territory isn't a place. It's the prompt universe.

Every buyer question, grouped into the jobs your clients are trying to do — each job a cluster, with a pillar page and focused child pages beneath it. One interconnected map, not standalone articles.

25

GREEN — you're named (≥30%)

22

AMBER — weak (10–29%)

131

RED — absent (<10%)

178 buyer-question clusters mapped. Of the 131 you're absent from, **75 are "open goals"** — no firm is named at all (first-mover) — and 56 are already owned by a rival.

THE JOB (CLUSTER)

"I want to retire — am I going to be okay?"

↳ **Pillar page** — the question that anchors the cluster

"how much do I need to retire comfortably?"

↳ **Child pages** — one focused, quotable answer each

"how long will £500k last in retirement?"

"should I take my tax-free lump sum now?"

"drawdown vs annuity — which is right for me?"

Three levels: the **job-to-be-done** is the cluster, the **pillar page** answers the headline question, the **child pages** each answer one real sub-question. The more complete the cluster, the more the engines trust you on the whole topic — and it's how you plant flags up the growth corridor **before** you have an office there.

Don't commission articles. Build the map — jobs, pillars and children — and own whole topics, not scattered pages.

SOURCE • CIP CLUSTERS (CLUSTER_ID = JOB-TO-BE-DONE × BRAND_MENTIONS.IS_CLIENT), V3.1-S7-PERSONAS • FULL GRID IN THE WORKBOOK

THE TRUTH

Four specific errors — each with a cause.

AI gets your basic facts right only about half the time (51–66%). Each error traces to one fixable thing.

AI tells buyers a long-departed adviser still runs the firm.

Your /people/former-adviser/ page still lists him as a current adviser — he resigned in 2023. One old page feeds the error to every engine.

Fix: redirect the page, tag the real owners · your web person, ~30 min (we write the instructions)

AI confuses you with a bakery and a sold-off fund manager.

Your site never links itself to the FCA Register, Companies House or LinkedIn — so the machine has nothing to anchor your identity to.

Fix: add those links + your FCA number (522193) in the page code · we do it, you sign off

Your 5.0-from-122 reviews never appear in AI answers.

Your reviews live on Yell. The engines read VouchedFor and Trustpilot — where you're thin or absent.

Fix: claim and build the profiles AI actually reads · needs your compliance sign-off (we draft it)

Google's confidence it knows who you are: 24/100.

It files you as a generic "company", not a Home town financial planner — so it won't lift you into the AI summary above the results, even though you rank #1 below it.

Fix: structured identity + adviser (Person) schema · we do it, you sign off

Finding the cause is the audit. Doing the fix — at scale, proven month over month — is the engine.

THE TRUTH • THE DEEPEST LAYER

Switch off web search, and AI has never heard of you.

Everything so far measures AI with live search. We also asked the base model — no tools, no web — 45 questions about your firm. It recognised you zero times.

45

questions put to the base model with no web access (awareness · perception · competition · authority · recommendation)

0

recognised you — every answer came back "absent," no specifics



repeatedly confused "Northaven" with "**baguette**" (bread) — the only association in its memory

VERBATIM, FROM THE BASE MODEL

"Brand string 'Northaven and Co' not recognised. No training-data knowledge of any UK financial firm by this name."

Why this matters. Live search is currently your only lifeline — the instant an engine leans on its built-in knowledge, you vanish. The identity work (schema + sameAs, earning citations, reviews on the platforms engines read) is how a firm gets written into that base layer over time. It's the difference between being found and being known.

Today you exist to AI only while it's looking you up. The goal is to be remembered even when it isn't.

SOURCE • CIP PARAMETRIC_BASELINES (45 PROBES, BASE MODEL, NO TOOLS), 2026-05

THE TRUTH

The plumbing is sound. The identity markup isn't.

We checked the technical signals AI depends on. The good news: access is fine. The gap is the structured "who we are" code.

CHECK	STATUS	WHAT WE FOUND
AI crawlers can reach you	Good	All 6 bots (GPTBot, ClaudeBot, PerplexityBot, CCBot, Google-Extended, oai-searchbot) get 200 OK
Page rendering	Good	Full server-side render — bots see the same 194KB page a browser does
Sitemap & canonicals	Good	Clean sitemap index (148+ posts, 20 people pages); self-referencing canonicals
HTTPS & redirects	Watch	HTTPS-only, but a 2-hop redirect chain at the threshold — tidy up
Schema markup	Gap	Only Organization + Breadcrumb. Zero Service, Person or FAQ schema across all 9 sampled pages
Identity links (sameAs)	Gap	0 sameAs links — no machine link to FCA, Companies House or LinkedIn
Adviser markup	Gap	Your advisers have visible bylines but no Person schema linking them to the firm

The opportunity hiding here. We checked your rivals too — **SJP, Hargreaves Lansdown and Evelyn also have 0 sameAs and thin schema.** Identity markup is a category-wide gap. Fix yours and you don't just catch up — you become the clearest entity in your market, the one engines trust to describe.

Access was never the problem — identity is. This is the cheapest, highest-leverage fix in the whole review.

SOURCE • CIP KG_AUDIT (SCHEMA-COVERAGE, TECHNICAL-SITE-AUDIT, BYLINE-COVERAGE, AI-CRAWLER-STATUS, PEER-KG-AUDIT)

THE TRUTH

Strong pages, wasted impressions, open road.

WINNING THE CLICK

- Pension-planning guide — **1,708** clicks / 155k shown
- Homepage — **716** clicks
- The £1 emergency-tax trick — **251** clicks

SHOWN A LOT, BARELY CLICKED

- Retirement: saving→spending — 41,270 shown · **0.04%**
- How early to start saving — 26,393 · **0.05%**
- Mortgages — 20,144 · **0.06%**

52

of your 179 ranking pages sit at **positions 10–20** — one nudge from page one

109

pages rank in Google but are **not cited by AI** — the wasted strength

69

pages both rank **and** are cited — working on both layers

THE EXPANSION AXIS — MEASURED

The growth corridor is greenfield — and the incumbents are beatable.

Across **204** answers in six corridor towns AI named you **zero** times. The firms holding it today aren't giants:

Northaven (you)		DR 25
Local firm E		DR 25
Local firm F		DR 21
Local firm G		DR 1

You don't need to out-muscle anyone to win the corridor. Content plants the flag before the office does.

SOURCE · GSC (PAGES) · CIP M3 SWEEP + AHREFS, 29 JUN 2026

THE TRUTH • EARNED CHANNELS

AI doesn't only read your site — it reads YouTube and the forums.

Two big earned channels feed the answers about you, and they dominate the journey-starting questions. You're absent from both.

VIDEO — 904 ANSWERS CITE YOUTUBE • YOU'RE IN 0

388 different videos pulled — none yours. Video is leaned on most where the buyer journey begins: **problem-led 335 • buying 219 • comparison 140.**

THE CLIPS AI ACTUALLY PULLS

- "How to Reduce Your IHT Bill in 2026" ×15
- "Financial Adviser Explains How To Avoid IHT" ×15
- "Turn my pension into income" ×9
- "How Do You Find a Good Financial Adviser in the UK?" ×7

Make named-adviser explainers on exactly these: the 2027 IHT change, pension→income, choosing a chartered adviser.

COMMUNITY — 1,550 ANSWERS CITE FORUMS/REVIEWS • A RIVAL NAMED IN 523

AI treats discussion threads & reviews as evidence. Where it looks:

- reddit.com 903 (rival named ×284)
- facebook.com 462 (×167)
- MoneySavingExpert 275 (×44)
- Trustpilot 187 (×107)

Your 5★-from-122 reviews are on Yell — AI reads Trustpilot (187 answers) and never sees them. Claim the platforms it reads; build helpful presence where buyers ask.

These aren't your website — they're earned. AI weighs a YouTube explainer and a Reddit thread as proof; right now yours don't exist.

SOURCE • CIP CITED_URLS, NON-BRANDED ANSWERS, V3.1-S7-PERSONAS

THE FORWARD LOOK • YOUR MARKET

What's coming — and the content to own now.

For a regulated firm this is uniquely ownable: the change is certain, the date is known, and almost no rival has published yet. We scan the horizon so you publish before the demand peaks.

FROM APR 2026 — NOW

Dividend tax rises

Basic 8.75% → 10.75%, higher 33.75% → 35.75%.

Content: "Your dividends are taxed more from April — the wrappers that still work."

6 APR 2027 — THE BIG ONE

Pensions fall into inheritance tax

Unused pension pots taxed up to 40% in the estate. Demand is **already here**: "inheritance tax on pensions" = 1,900/mo and already triggers an AI answer.

Pillar now: "What the 2027 pension-IHT change means for your family" + the pre-April planning window.

APR 2027

ISA reform

Cash-ISA allowance cut to £12,000 for under-65s; 22% charge on cash in S&S ISAs.

Content: "The 2027 ISA shake-up — what to do this tax year."

APR 2026 → 2027

FCA advice-guidance boundary / targeted support

A "once-in-a-generation" reshape of the advice gap.

Positioning: why full chartered advice still wins vs guidance/robo.

THE DECADE AHEAD

The Great Wealth Transfer

~£115bn/yr passing by 2027; 52% of advisers report rising demand; only 26% of families have a plan.

Pillar: "Passing on wealth well" — and a next-gen ICP to court now.

This should be a standing engine: every month, scan what's changing and publish the answer first. It's the most ownable edge a regulated firm has.

SOURCE • GOV.UK + FCA + ADVISER-PRESS SCAN (AVOUCH COMPLIANCE-WATERFALL), 29 JUN 2026 • DEMAND: AHREFS

THE FORWARD LOOK • THE PLATFORMS

The AI-search ground is moving. Here's what it means for you.

We track the AI engines weekly. Three current findings shape what we'd do for you — and why now is the moment.

Google's AI Overviews just reset — 42% of cited sources changed.

The switch to Gemini 3 replaced ~42% of the domains AIO cites. The sources are being re-drawn right now.

What it means: the window is open. Firms that become a trusted source **now** get pulled into the new citation set — those who wait get locked out.

The engines barely agree — only ~2.4% of cited URLs overlap across three of them.

ChatGPT, Google AIO and Perplexity cite almost entirely different sources for the same question.

What it means: there's no single "win." You earn each engine separately — which is exactly why we report per-engine (you're 26.7% on Grok, 2.3% on Google AIO) and plan per-engine.

Google's own guidance: AI features are "still SEO."

Google confirmed (and extended its spam policy) that getting into AI answers builds on the same foundations as search.

What it means: your real SEO strength (you rank #1, DR 25) is an **asset** the AI layer builds on — not wasted. We're adding the GEO layer on top, not starting over.

AI search isn't settled — it's being rewritten this year. That's the case for moving now, not waiting for it to "calm down." It won't.

SOURCE • AVOUCH GEO RESEARCH LOG (GEO_RESEARCH_FINDINGS) • OBSERVED MAY-JUN 2026 • INDIG/OMNIA, GOOGLE, OPENAI

THE SCORECARD

33 out of 100 — and the four pillars beneath it.



SEO		51
	Found and ranking in Google — the substrate. Your genuine strength.	
AI-systems		36
	Whether AI can identify you and whether it's measured — the identity gap.	
Content		27
	The map of jobs and topics you need to own — broad but shallow today.	
GEO		23
	Being recommended in the answer, not just present — the destination.	

Read it this way. Your SEO substrate (51) is real — you've earned the right to be found. The three lower pillars are the AI layer, and they move together: fix identity and content, and GEO — being recommended — follows. The rest of the market hasn't cracked this either; first mover wins.

PILLAR SCORES ARE **ANALYST-ASSESSED BANDS** BUILT FROM MEASURED SIGNALS (±5). VOICE THREADS ALL FOUR AND IS SCORED AS **DEMAND-COVERAGE** WITHIN CONTENT (NO DOUBLE-COUNT). WEIGHTS • GEO 0.35 • SEO 0.25 • CONTENT 0.20 • AI-SYSTEMS 0.20 • READINESS_GRADE.PY

THE PLAN

The work, by lever — with the numbers behind it.

CONTENT

75 Win the open goals

Clusters where **no firm** is named yet — first-mover. Build the job → pillar → children before a rival does. (139 individual prompts wide open.)

118 Beat the rivals who out-rank you

Prompts where a competitor is named and you aren't — the priority build/refresh list, ranked by how often the rival wins.

52 Nudge pages 10–20 onto page one

Already-ranking pages a content + internal-link push from the first page (and the AI answer above it).

109 The "first 100 words" fix

Pages that rank but AI ignores: rewrite the opening in buyer language + proof (FCA 522193, 1986, £320m). Cheap, fast, high-impact.

AUTHORITY & COMMUNITY • VIDEO • TECHNICAL

904 Get into video

Answers cite YouTube; you're in **none**. YouTube is the #5 source AI leans on. Make named-adviser explainers on your top pillars.

Top 10 Earn the citations rivals have

Get listed / engage where AI looks: unbiased, VouchedFor, Reddit, MoneyHelper, citywire — your ranked digital-PR target list.

7 Fix the identity signals

sameAs links (FCA/Companies House/LinkedIn), adviser Person schema, Service + FAQ schema, the former-adviser redirect, the redirect chain — the full technical list.

EVERY COUNT IS COMPUTED FROM THE SWEEP; THE FULL LISTS ARE IN THE WORKBOOK. (DECLINE-TRACKING — "PAGES LOSING CITATION RATE" — STARTS AT SWEEP #2; THIS IS THE BASELINE.)

HOW WE KNOW

Every number carries its source.

No figure ships without the query that reproduces it. The full evidence is in the companion workbook.

WHAT WE RAN	DETAIL
The voice harvest	930 real UK buyer voices (Reddit, Trustpilot, VouchedFor, MumsNet; icp_id=ifa-uk) anchor the 500 prompts; 47 are Northaven-specific — not guessed
The prompt set	500 buyer questions , tagged by intent (local, buying, comparison, trust, category-education, problem-led) and job-to-be-done cluster
The engines	7 — ChatGPT · Claude · Gemini · Perplexity · Google AI Overviews · Grok · Brave — 7,796 answers , June 2026
Your pages	Your own Google Search Console — real clicks, impressions, positions (179 pages)
Authority & demand	Ahrefs — Domain Rating, referring domains, keyword volumes (live 29 Jun 2026)
Technical & entity	Crawl, schema, byline & peer audits (kg_audit)
The horizons	GOV.UK / FCA scan (compliance-waterfall) + the Avouch GEO research log

WHY THE PROVENANCE RULE MATTERS

Two careful passes on this firm once disagreed on the headline by 30× — because one counted the wrong field. So every figure here is reproduced from its exact query, field, sample size and range. The headline checks: 7,796 answers; 6,555 non-branded; 855 named (13.0%); branded recall 1,227/1,241.

How to read the numbers. Figures are **measured rates** unless marked **assessed** — the grade, the four pillar bands and the entity-accuracy range (51–66%) are analyst-assessed from measured signals, so a forwarded copy can never be challenged on a hidden judgment. **Three ship-gates passed:** the anchor is signed · scope-fit (private-client only, B2B set aside) · every number carries its query in the companion workbook.

Confidence: AI-visibility & demand rest on a large June sample with tight ranges. Technical and entity-accuracy reads (a stated range, 51–66%) come from smaller samples and are flagged. Revenue/demand sizing are estimates from your own inputs and public data.

AVOUCH · CITATION INTELLIGENCE

Prepared for Northaven & Co · Chartered IFA · Home town & the county · June 2026 · Private & Confidential