

AI ENGINE VISIBILITY ASSESSMENT

SOL Services

solservices.co.uk

AUDIT DATE	BUSINESS TYPE	LOCATION	PREPARED BY
12 March 2026	Construction & Facilities	Milton Keynes, UK	Foundry Works

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Executive Summary

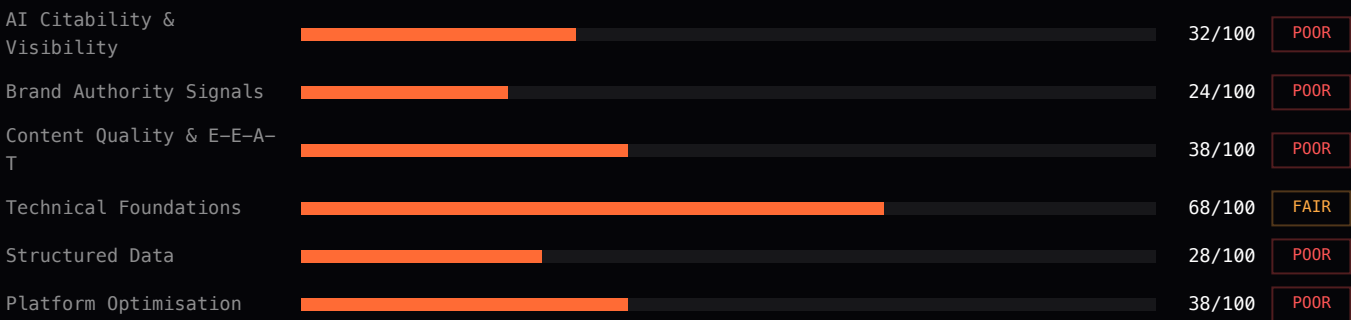
SOL Services is an established construction and facilities management company with 20+ years of operating history, major public sector framework partnerships (Pagabo, NHS, Crown Commercial Services), and clients including the MOD, Home Office, and Virgin Media.

37 /100 **Poor — Minimal AI discoverability**
 COMPOSITE GEO SCORE · MARCH 2026

KEY FINDING

SOL Services has **real-world authority** — genuine accreditations, prestigious clients, 20 years of delivery — but almost **none of it translates to web content that AI engines can discover, understand, or cite**. This is primarily a content and structured data problem, not a technical one.

SCORE BY CATEGORY



AI PLATFORM READINESS

PLATFORM	SCORE	STATUS	BIGGEST GAP
Google AI Overviews	42/100	FAIR	No FAQ sections, no LocalBusiness schema
Google Gemini	40/100	FAIR	No YouTube channel, no Knowledge Panel
Bing Copilot	35/100	POOR	No IndexNow, no Bing Webmaster verification
ChatGPT Web Search	33/100	POOR	No Wikidata entry — entity ambiguity with other "SOL" companies
Perplexity AI	30/100	POOR	Zero Reddit presence, no Trustpilot reviews

Why AI Engines Can't Cite You

Not a single content block on the entire site scores above 50/100 for AI citation readiness. There is no passage an AI model would confidently quote as a factual, authoritative answer to any search query.

MOST CITABLE PASSAGES (ALL BELOW 50)

#	CONTENT	SCORE	WHY IT'S WEAK
1	"Over 90% of our work comes from repeat business or recommendations"	49/100	No source or date
2	Accreditations: NICEIC, CHAS, Constructionline, SafeContractor	42/100	Listed, not explained
3	"Founded by Nigel Burdett in 2005, 3-person team"	38/100	Date conflicts with Companies House (2003)
4	Net Zero: Scope 1&2 by 2028, Scope 3 by 2040	37/100	No methodology cited
5	Framework partners: Pagabo, NHS, Crown Commercial, LCP	36/100	Logo-only — no detail

ROOT CAUSES

- **Zero FAQ sections** across the entire site — nowhere for AI engines to pull structured answers from
- **"admin" as blog author** — anonymous authorship signals no expertise to AI systems
- **21 portfolio items are names only** — no descriptions, metrics, timelines or measurable outcomes
- **Missing LocalBusiness schema** — address and phone visible on-page but absent from structured data
- **No Wikidata entry** — "SOL Services" is ambiguous; AI can't distinguish you from other global SOL companies
- **Duplicate meta tags** — Avada theme and Yoast SEO both fire conflicting descriptions on every page
- **Marketing copy, not factual content** — "innovative and sustainable solutions" does not get cited; verified facts do
- **No Hms.txt file** — missing disambiguation file critical for "SOL" brand clarity (HTTP 404)

AI CRAWLER ACCESS

One positive: all major AI crawlers are permitted. robots.txt scores **90/100** — GPTBot, ClaudeBot, PerplexityBot, Google-Extended, Applebot-Extended and more are all allowed. The technical foundation exists. The content sitting behind it is the problem.

THE GAP

SOL Services has **real credibility**: 20+ years, MOD/NHS contracts, framework approvals, NICEIC accreditation. The website reads like it was written by someone who hasn't been on a construction site. AI engines cite evidence. Marketing copy is not evidence.

Prioritised Action Plan

PROJECTED SCORE IMPROVEMENT

NOW 37 Poor	2 WEEKS (QUICK WINS) 42–45 Fair	3 MONTHS 58–65 Good	6 MONTHS 72–80 Excellent
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TOP 10 ACTIONS

01 Fix duplicate meta tags

Disable Avada's metadata output — Yoast SEO already handles this. Currently both fire on every page, creating conflicting signals.
Impact: High · Effort: Low · Affects: All 62 indexed pages

02 Replace "admin" author with named experts

Assign real names, job titles and credentials to all published content. E-E-A-T depends on identifiable human expertise.
Impact: High · Effort: Low · Affects: E-E-A-T across all platforms

03 Add HomeAndConstructionBusiness schema

Full LocalBusiness structured data with NAP, geo-coordinates, areaServed, contactPoint, foundingDate, founder. Currently absent.
Impact: Critical · Effort: Medium · Unlocks: Rich results, map packs, AI entity recognition

04 Add FAQ sections + FAQPage schema to all 6 service pages

5–8 real questions per page with detailed factual answers. This is the single fastest route to appearing in Google AI Overviews and ChatGPT.
Impact: Critical · Effort: Medium · Affects: Google AI0, ChatGPT, Perplexity

05 Rewrite core pages with fact-dense, quotable content

Replace slogans with verifiable facts, specific numbers, named clients, accreditation standards. Target: citability score 55+ (currently 28).
Impact: Critical · Effort: Medium · Moves citability from 28 → 55+

06 Transform portfolio into real case studies

Each project needs: client, scope, contract value band, timeline, challenge, measurable outcome. Target 800–1,500 words each.
Impact: High · Effort: Medium · Affects: Experience signals, citability

07 Create llms.txt + Wikidata entry

llms.txt disambiguates "SOL" for AI engines. Wikidata entry is the highest single cross-platform impact action available.
Impact: High · Effort: Low-Med · Affects: ChatGPT, Gemini, Perplexity, Bing

08 Claim and optimise Google Business Profile

Add all services, 50+ photos, request 20+ reviews. Critical for Gemini and Google AI Overviews.
Impact: High · Effort: Medium · Affects: Gemini, Google AI0, Perplexity

09 Install IndexNow + verify in Bing Webmaster Tools

15-minute setup. Accelerates page indexing for Bing Copilot and ChatGPT web search.
Impact: Medium · Effort: Low · Affects: Bing Copilot, ChatGPT

10 Fix founding date + add Companies House number to footer

Site says 2005. Companies House says 2003. Inconsistency damages trust signals. Legal requirement to display registered number.
Impact: Medium · Effort: Low · Affects: Trust, compliance, citability

We Can Fix This. **Quickly.**

SOL Services scores 37/100 today. The good news: most of the problems are content and configuration — not a technical rebuild. With the right programme, you can be at 65+ within 90 days and appearing consistently in AI engine results by summer 2026.

THE OPPORTUNITY

The window to establish AI visibility in your sector is **12–18 months**. Companies that build citation-ready content and structured data now will be the default answers in AI engines. The others will be competing on price for whatever traffic remains.

FOUNDRY WORKS — WHAT WE DELIVER

£149 one-off

Full AEO Report + Action Plan

This report — for your domain. Full AI visibility audit across 5 engines with a prioritised fix plan. Delivered in 48 hours.

£799 /month · Founding Member

SEO + AEO Machine

We do everything. 50–200 programmatic pages month 1, 8 blog posts/mo, schema implementation, AEO optimisation, monthly report. You get found in Google and in AI engines.

£249 one-off

Competitive Intelligence Audit

See exactly which competitors are winning in AI engines, how they're doing it, and where your whitespace is. With a 90-day action plan.

£599 one-off

Content Sprint

We write your fact-dense, citation-ready content — pillar article, 12 social posts, email sequence, 5 video shorts. 7 working days.

WHAT A 90-DAY PROGRAMME LOOKS LIKE

MONTH	WHAT WE DO	EXPECTED OUTCOME
Month 1	Fix technical issues, add schema, create llms.txt, rewrite 3 core pages, build FAQ sections, create Wikidata entry	GEO score: 42→52. Start appearing in AI Overviews for branded queries.
Month 2	Transform 6 portfolio items into case studies, build 50+ programmatic pages, claim Google Business Profile	GEO score: 52→60. Appearing for service + location queries in AI engines.
Month 3	Publish 8 expert articles with named authors, build FAQ clusters, expand structured data, review profile	GEO score: 60→65+. Consistently cited for construction queries in your sectors.

Ready to become AI-visible? Let's talk.

store.foundryworks.ai · foundryworks.ai · hello@foundryworks.ai