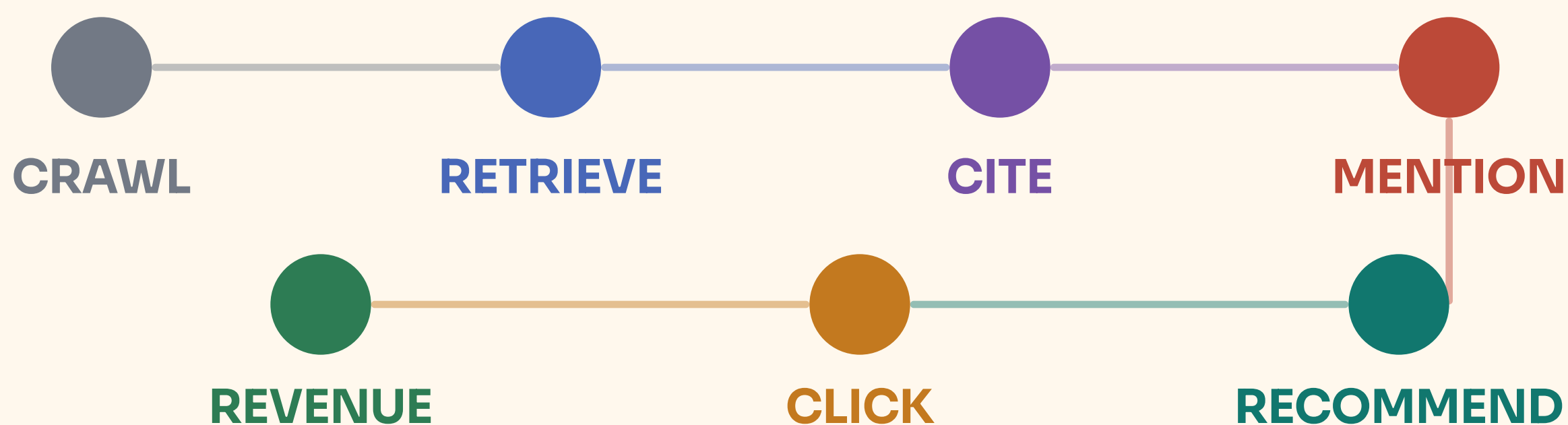


An AI crawler visiting your page does not mean the system will cite it.

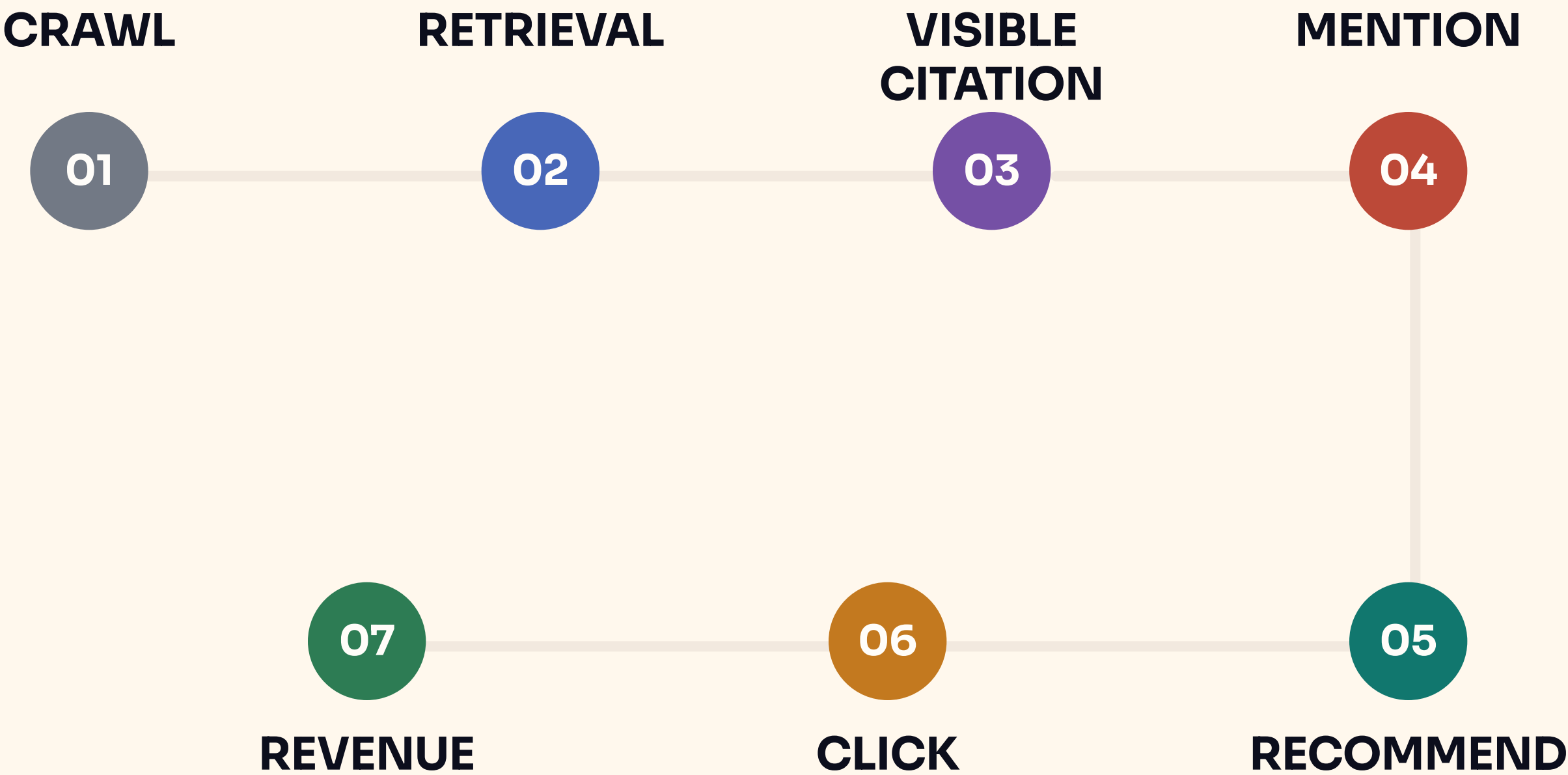
7 signals. 6 gaps where dashboards mislead.



SWIPE THROUGH THE GAPS →

Seven signals. One evidence chain.

Each connection is a different claim. Skip one and the diagnosis gets blurry.

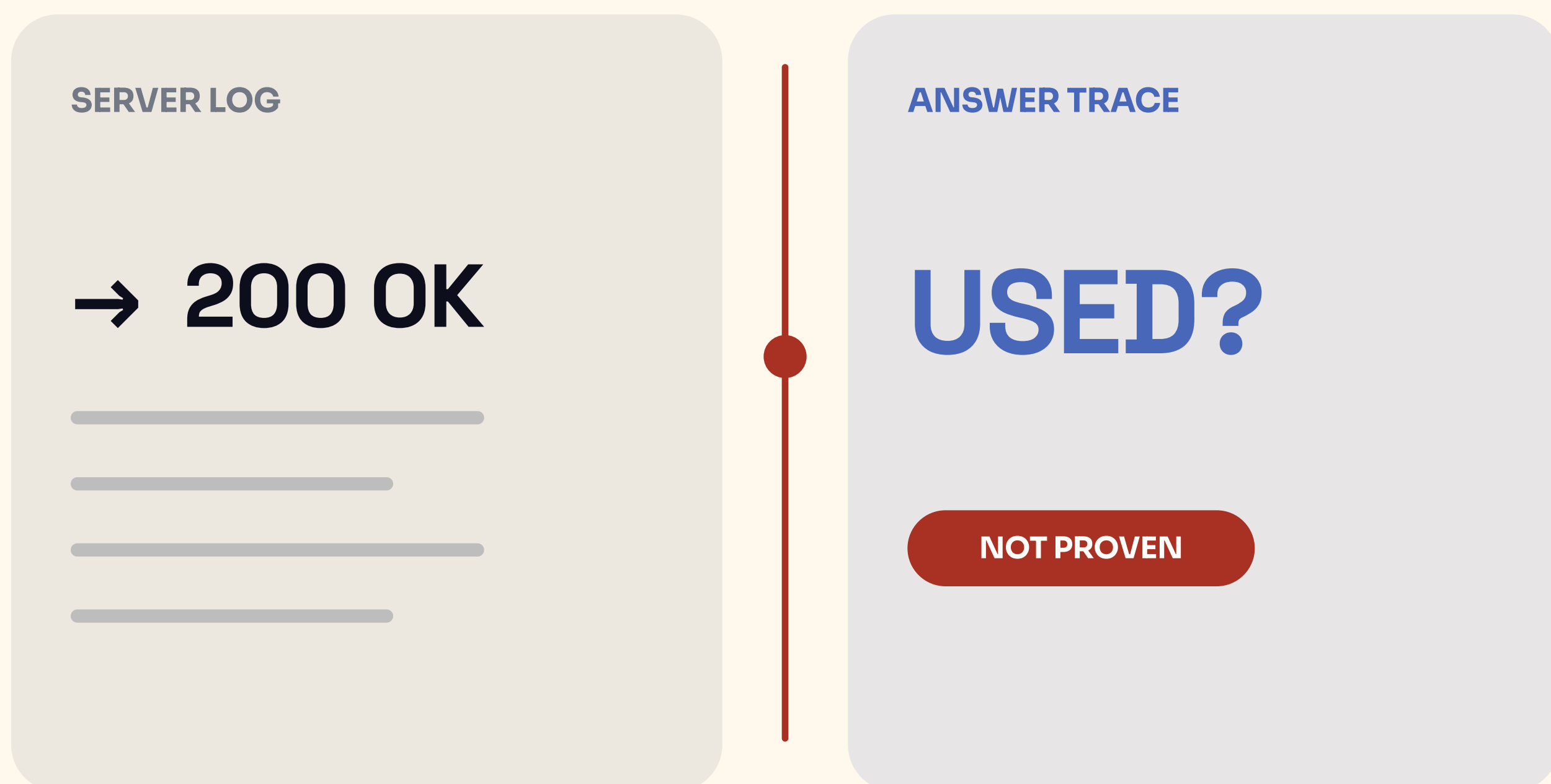


6 GAPS TO MEASURE

The sequence is ordered. The outcome is not guaranteed.

01 / CRAWL ≠ RETRIEVAL

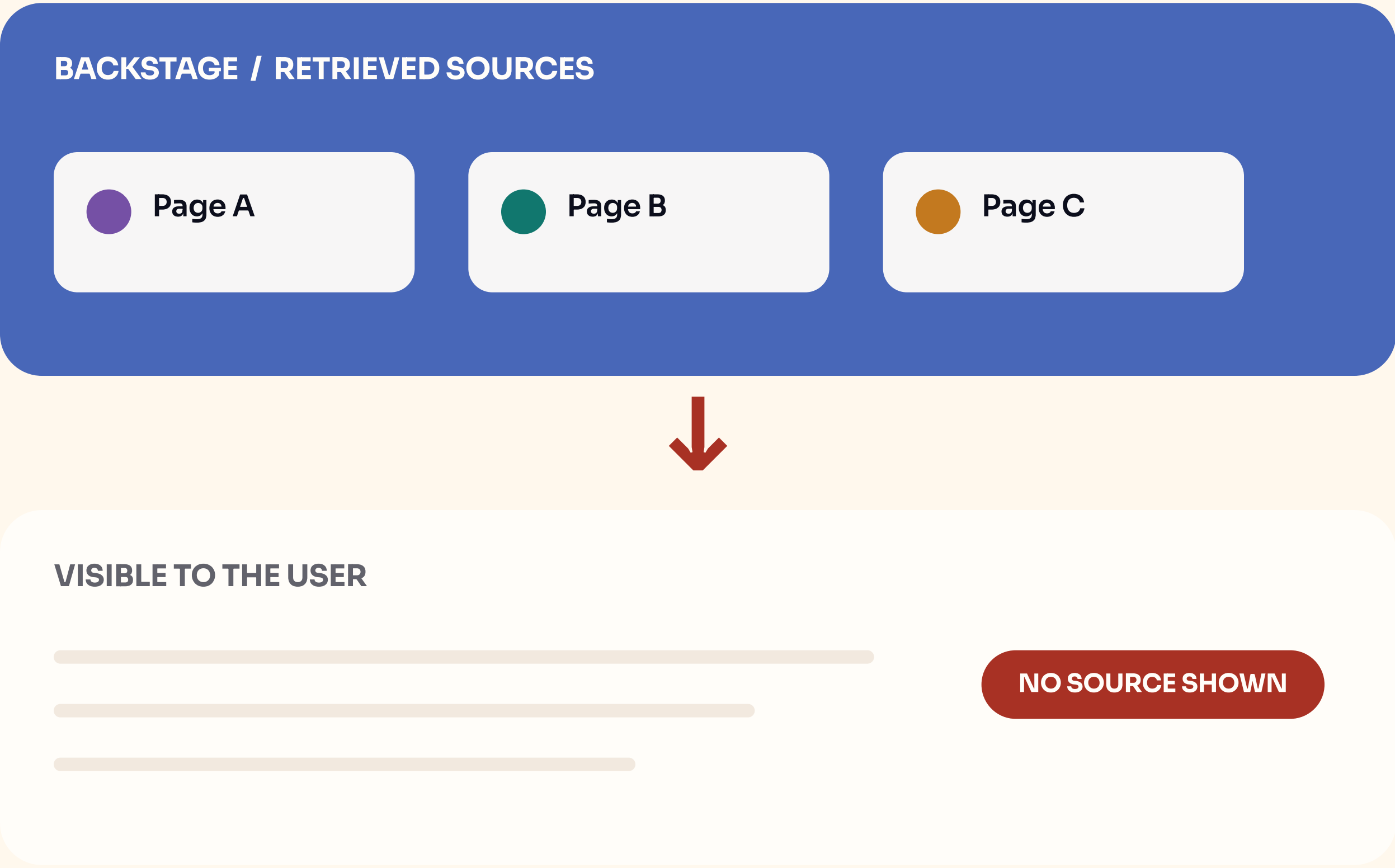
A request reached the page. Was the page used?



Crawl proves a request. Retrieval proves use in answer construction. Server logs only show the first.

02 / RETRIEVAL ≠ VISIBLE CITATION

Used backstage.
Absent from the interface.



03 / VISIBLE CITATION ≠ MENTION

A source can appear.
Your brand may not.

AI ANSWER

1

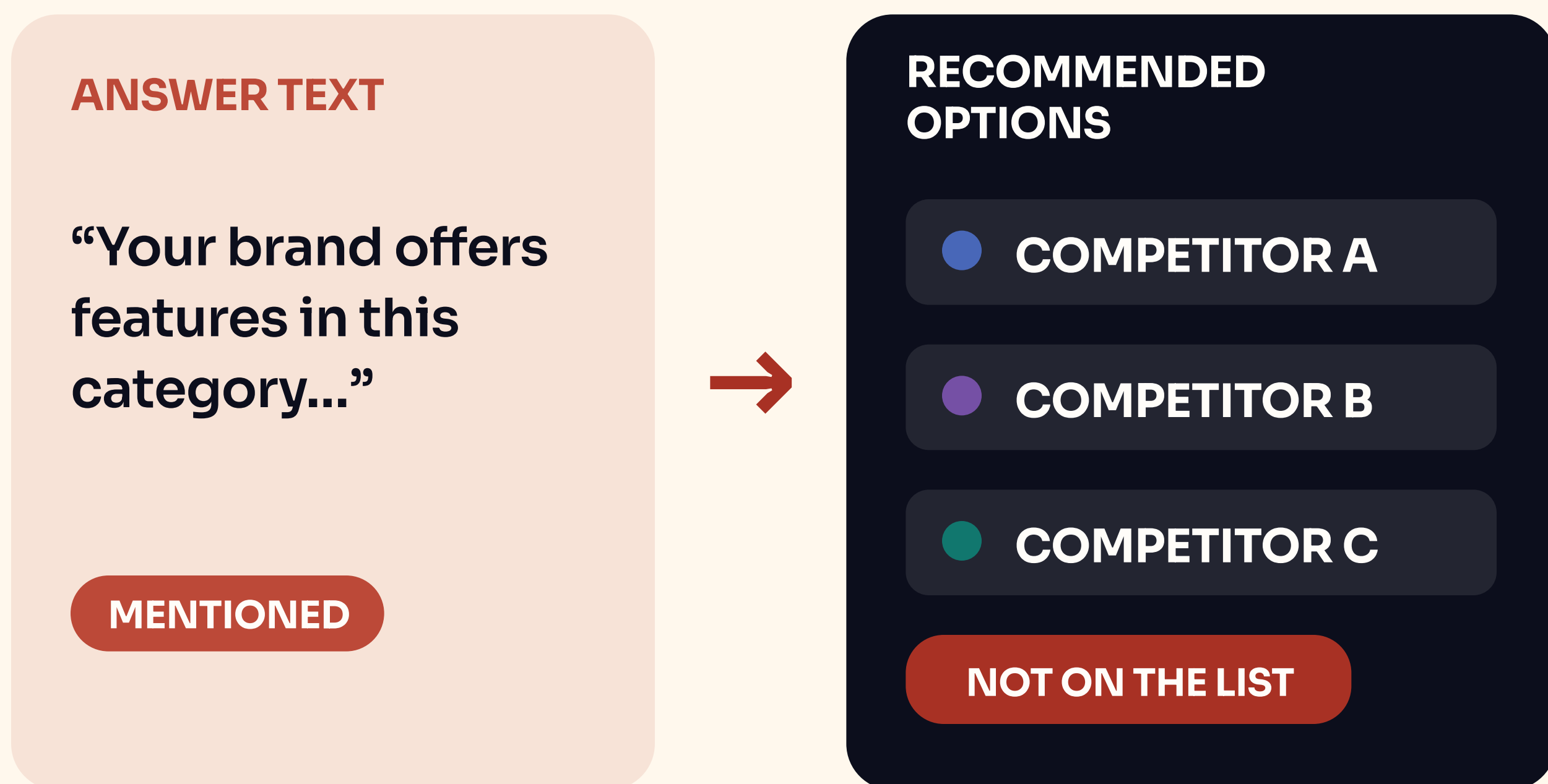
[1] yoursite.com / research

BRAND: NOT NAMED

The interface can credit a page without naming the company behind it. Track citation and mention separately.

04 / MENTION ≠ RECOMMENDATION

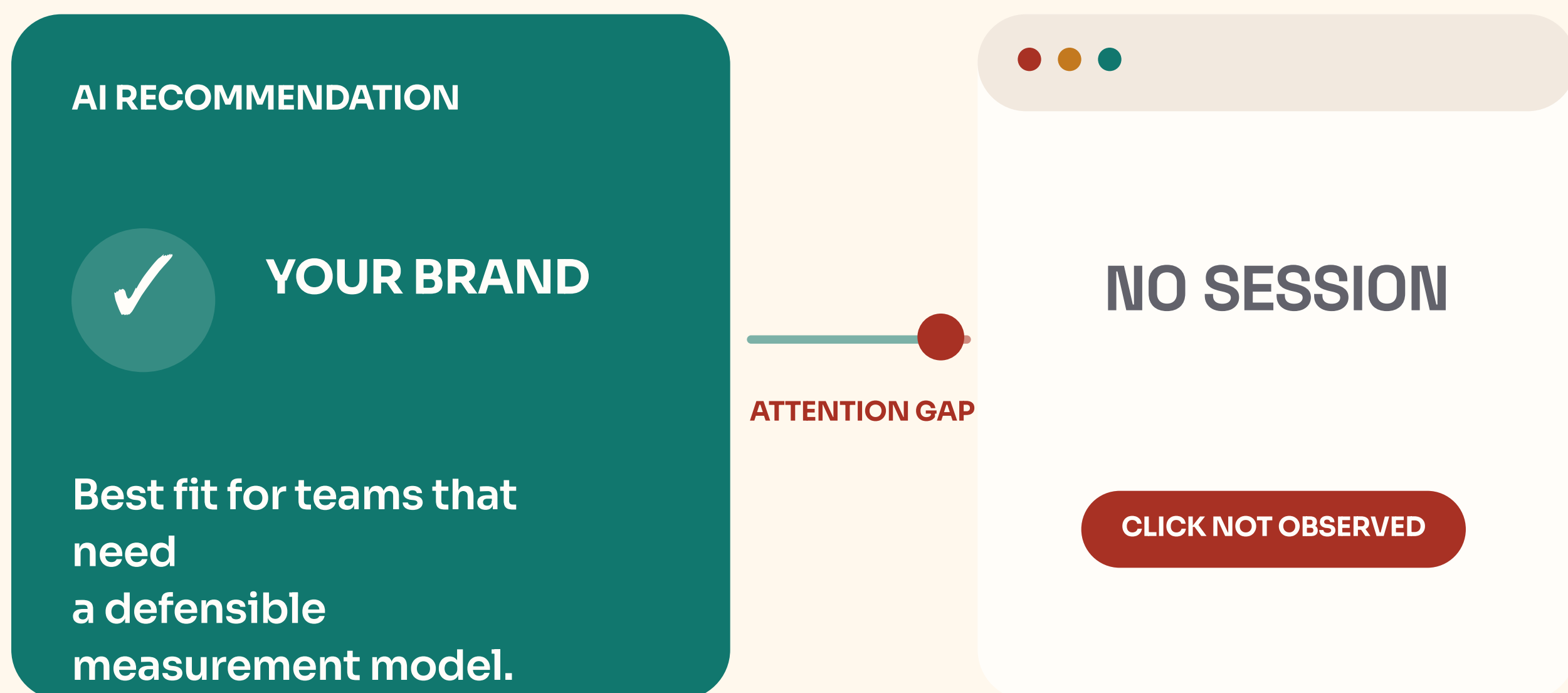
Named in the answer. Missing from the shortlist.



Being discussed is not the same as being selected. A recommendation changes the decision set.

05 / RECOMMENDATION ≠ CLICK

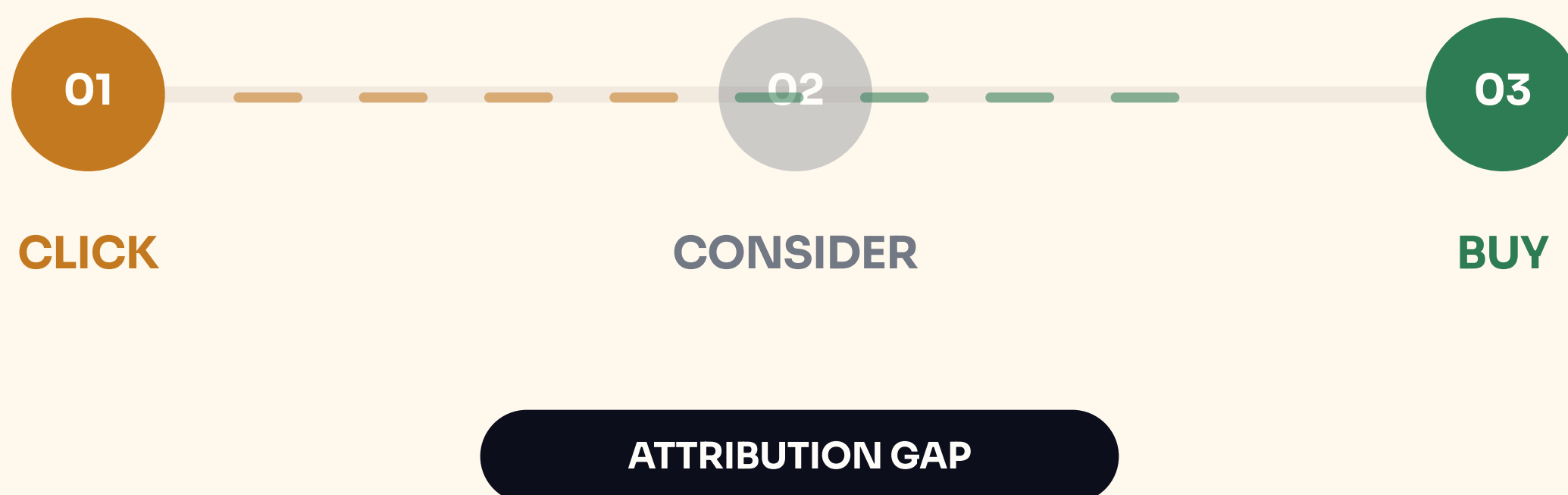
Recommended. No visit yet.



A recommendation can shape preference without producing an immediate visit. Measure both events.

06 / CLICK $\neq$ REVENUE

A click shows attention. Not proof of impact.

**OBSERVED**

A session happened.

NEEDS EVIDENCE

The visit caused
revenue.

Not another score. A better decision.



01 **OBSERVE** What happened

02 **INFER** What the evidence supports

03 **DECIDE** What changes next

READ THE GEO MEASUREMENT METHOD

Link in the post →