

8 & 9 OCTOBER 2026

brightonSEO.
United Kingdom

**What are the biggest
factors influencing AI
visibility for retailers**



Adam Preston

Summit

WHAT WE BUILT – AI RETAIL SCORECARD

250

retailers scored

5

industries

11

signals measured

NINE TECHNICAL & CONTENT SIGNALS. ALL THE USUAL SUSPECTS.

Schema, crawl, content, headings, alt text, ARIA, and three more, plus two things to ground these AI visibility and AI sentiment.

Finding one

0.09

**THE STRONGEST OF OUR NINE SIGNALS.
THE OTHER EIGHT: WEAKER STILL.**

None significant across 250 retailers

FINDING TWO: FAME EXPLAINS MORE THAN READINESS

Best technical signal

0.09

Brand search demand

0.45

THE CLOSEST THING TO A LEVER WE FOUND

0.49

Backlink authority score, our
strongest single correlate,
across all five industries

But it tracks brand demand at 0.74. Mostly the same fame signal, a different channel.

SEARCHABLE DATA POINTS TO WHY

48%

of answers use your site, when
you're named in the prompt

9%

when you're not named at all

Source: Searchable, Attracting Citations, Sept 2026

FINDING THREE: DOES AI USE YOUR OWN SITE AS A SOURCE?

1.16

Never cited as a source

3.66

Own domain cited as a source

CASE ZOOM: WELDRICKS

SEO

Authority Score 

44 Very good

Organic Traffic 

232K +6.6%

Ref.Domains 

1.3K

Traffic Share  

 **14%**

Organic Keywords 

89K +6%

Backlinks 

19.2K

Organic traffic

232,000 / month

Content score

8.8 / 10

AI visibility

0.0

SCORE BREAKDOWN



8.2

ARIA



8.8

Schema



9.0

Headings



7.5

Meta



8.0

Links



9.0

Alt Text



10.0

Crawl



8.5

LLM



8.8

Content

“WHERE TO BUY FAKE TAN CREAM ONLINE”

where to buy fake tan cream online



Weldricks Pharmacy

<https://www.weldricks.co.uk> > Beauty



Fake Tan | Self-Tanners, Lotions, Mists, Sprays & More

Shop fake tan products including self-tanners, spray tans and gradual tanning lotions. Spend over £40, and we'll ship your order for free too.

4.9 ★ store rating (27k) · Free delivery over £40 · 14-day returns

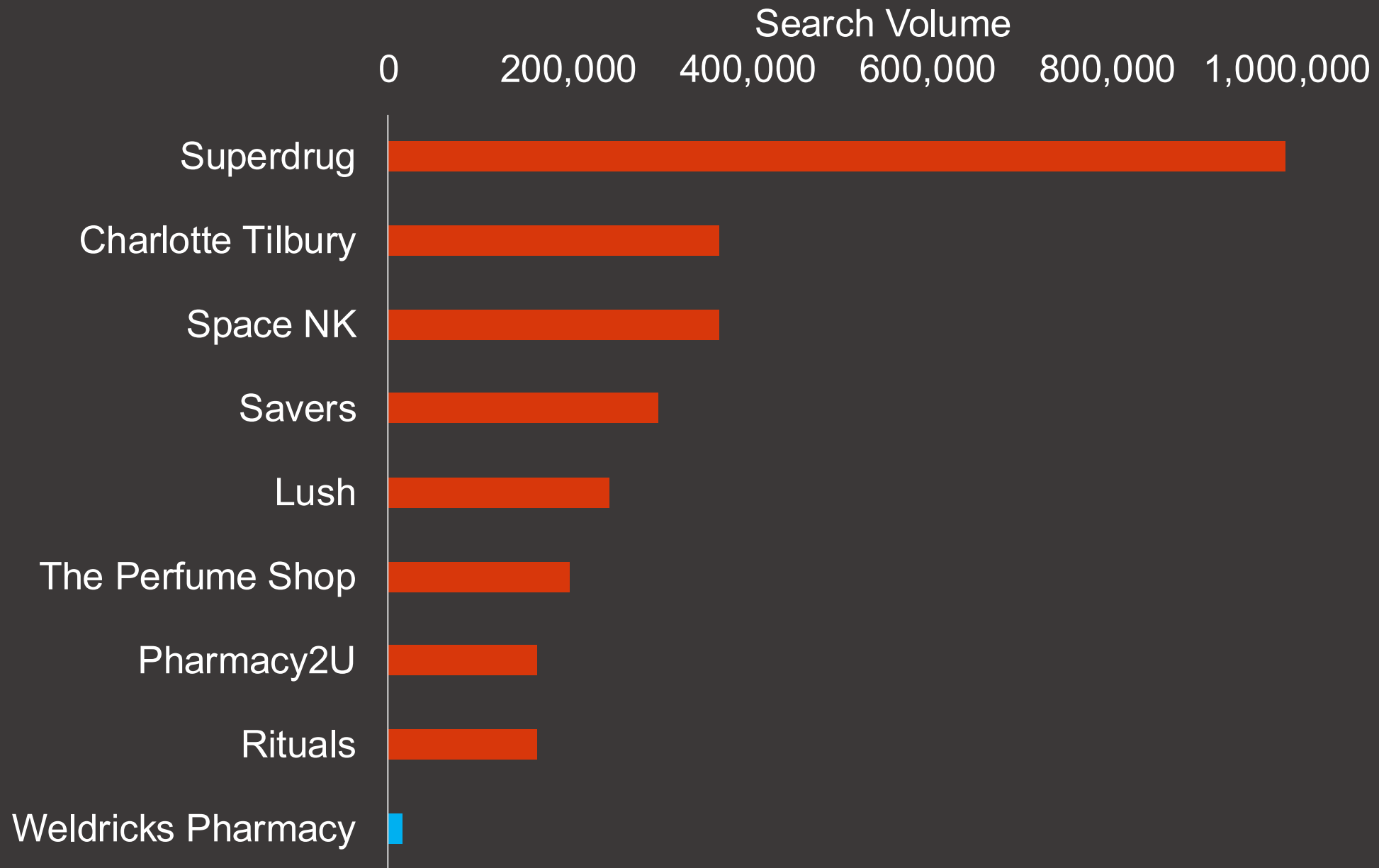
“WHERE TO BUY FAKE TAN CREAM ONLINE”

Good places to buy

- Superdrug — particularly good range of cheaper options, including St Moriz, Bondi Sands, Solait and St Tropez.  Superdrug +1
- Boots — carries brands such as Dove, St Tropez and Bare by Vogue.
- Lookfantastic — good for Bondi Sands and more premium tanning products.
- John Lewis — useful for brands such as Bali Body.
- Amazon — lots of choice, but I'd stick to products sold by Amazon or the brand/recognised retailers where possible.

SO, WHAT'S MISSING?

BRAND AWARENESS



BIG BRANDS. STRONG SEO. NO AI PRESENCE.

Barker & Stonehouse	14.7% non-branded	0.2
Superdry	28.9% non-branded	0.2
FatFace	23.7% non-branded	0.0
Ted Baker	27.4% non-branded	0.0
Clarins	29.2% non-branded	0.4

Non-branded traffic share · AI visibility out of 10

CASE ZOOM: B&S

SEO

Authority Score

44 Very good

Organic Traffic

286.5K -11%

Ref.Domains 

4.2K

Traffic Share

 **9%**

Organic Keywords

59.1K +2.6%

Backlinks 

36.2K

SCORE BREAKDOWN

7.2

ARIA

2.8

Schema

6.2

Headings

6.8

Meta

8.0

Links

1.8

Alt Text

7.8

Crawl

6.5

LLM

5.8

Content

Organic traffic

286,500 / month

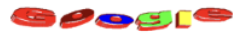
Content score

5.8 / 10

AI visibility

0.2

“BEST STORES FOR MODERN DINING CHAIRS”



Best stores for modern dining chairs?



Barker and Stonehouse

<https://www.barkerandstonehouse.co.uk> › chairs › dinin...



Dining Chairs | Dining Room Chairs - Barker & Stonehouse

Elevate your mealtimes with our range of dining room chairs. With a variety of designs available, it's easy to add a touch of style and comfort to your ...

4.0 ★ store rating (745) · 14-day returns

📍 St Andrews Quay Retail Park, Clive Sullivan Way · Closed



Stores I'd look at

- John Lewis ↗ — probably the best all-rounder. Their current modern range includes upholstered, wood, leather and more sculptural designs, with many around **£200–£350 for two**.  John Lewis & Par...
- West Elm UK ↗ — more design-led, particularly good if you want that **modern/Scandi/US interiors** look. Expect roughly £150–£400+ per chair.
- Danetti ↗ — excellent for contemporary dining furniture; lots of curved backs, boucle/chenille, velvet and metal bases.
- Swyft ↗ — clean, minimalist and more premium. Their Model 01 dining chair is currently £479 for a set of two.  John Lewis & Par...
- Next ↗ — surprisingly good for modern upholstered chairs, particularly if you're after something stylish without going into designer prices. The Valencia and Remi ranges are worth a look; the Valencia was recently featured by *The Independent*.  The Independent
- Dunelm ↗ — good value and a huge range. Particularly worth checking if you're looking around **£70–£120 per chair**.
- Habitat ↗ — good for more distinctive contemporary/Scandi designs. Habitat is also regularly highlighted by interiors publications for stylish furniture at relatively accessible prices.  idealhome.co.uk
- IKEA UK ↗ — best if you want minimalist Scandinavian styling without spending much.
- La Redoute ↗ — particularly good for softer French/Scandi contemporary styles.

SO, WHAT'S MISSING?

RELEVANCE

(On their own site)

3rd Party References

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Modern Dining Chairs

Sort: Relevance 



CHATGPT REWRITES THE QUESTION BEFORE IT SEARCHES

31%

of fan-out searches add
"UK"

20%

add a year, almost always
"2026"

9%

add "best"

None of these words were in the shopper's original question · Source: Searchable, ChatGPT, Sept 2026

MATCH THE REWRITTEN QUERY, GET CITED ABOUT TWICE AS OFTEN

"best" in the title	13.4% →	36.3%
"UK" / "British" in the title	15.1% →	27.1%
"2026" in the title	12.0% →	23.5%

Share of sources with the word in their page title, before vs after ChatGPT added it to the fan-out

Source: Searchable, ChatGPT, 835 to 1,612 questions per word, each compared with itself on different days, Sept 2026

EARNED

READINESS

What you control. Schema, content, structure.

INHERITED

VISIBILITY

Where you appear today. Hugely depends on fame, for now.

Well-built sites go unmentioned. Famous brands get named regardless.

(unless they don't make the right content)

THANK YOU

SEE WHERE YOUR BRAND RANKS

aiscorecard.summit.co.uk

Adam Preston · Summit