

AI Visibility Mini-Audit

Capsule CRM · Zestia Limited (06418281)
https://capsulecrm.com · Category: CRM for UK small businesses
Report: AI Visibility Mini-Audit · Date: **2026-10-16** · Fee reference: Mini-Audit £297 (no VAT; credited in full against the £797 Fix within 30 days)

Overall score: 58/100 (58%) | Visibility 22/40 · Citeability 24/40 · Competitive gap 12/20

Diagnostic only. AI answers and search results change. No rankings or AI mentions are guaranteed. NameOnAI is an AI-assisted agency — if asked whether a human or AI prepared this report, the answer is: AI-assisted, human-owned by the director.

1. ICP & competitors

ICP: UK SMEs needing a simple GBP-billed CRM with Xero/FreeAgent links
Competitors tracked: HubSpot, Pipedrive, Zoho CRM, Freshsales, Salesforce

2. Visibility observations (prompt log)

v1 method uses public web roundups and structured SERP-style research as a **proxy** for what AI shortlists absorb. When live engine APIs are connected later, the same prompt set is re-run per engine (UK locale).

Prompt	Mentioned?	Notes
best CRM for small businesses in the UK 2026	Yes	Go Small Business names Capsule as best UK-native; Tech Verifiers rates Capsule best UK-native. Startups.co.uk top-7 list (updated 10 Sep 2026) omits Capsule entirely (Freshsales, Zoho, Pipedrive, monday, HubSpot, Zendesk, Salesforce).
best CRM for small sales teams UK	No	Pipedrive / HubSpot dominate 'sales team' framing; Capsule rarely the default.
alternatives to HubSpot CRM for UK SMEs	Partial	Appears in some UK-native lists; often behind Pipedrive/Zoho in generic alternatives content.
CRM with native Xero integration UK	Yes	Strong fit — Capsule's own content and third parties highlight Xero/FreeAgent/Sage.

3. Site citeability checks

Check	Result
Homepage HTTP status	200
robots.txt present	Yes
sitemap present	Yes
llms.txt present	No
schema.org / JSON-LD signals (homepage)	1
FAQ content on homepage	Yes
Clear category one-liner	Yes
Comparison / alternatives content	Yes
GBP pricing visible	Yes
UK entity clear on site/legal	Yes

4. Prioritised 10-fix list

- 1
1. Publish /llms.txt summarising product, ICP, pricing bands, and canonical comparison pages for crawlers.

- 2 2. Add SoftwareApplication + FAQPage JSON-LD on product and pricing URLs (homepage schema currently thin).
- 3 3. Create a durable 'Capsule vs HubSpot / Pipedrive / Zoho' page with factual UK-specific differentiators (GBP, ICO, Xero) — citeable by AI.
- 4 4. Pitch independent UK roundups that omit Capsule (e.g. Startups.co.uk-style lists) with data-backed inclusion briefs.
- 5 5. Add answer-first blocks: 'Best for', 'Not for', 'Price from', 'Integrations' in first screenful of key pages.
- 6 6. Publish 3 original UK SME case studies with named metrics (AI engines favour concrete numbers).
- 7 7. Ensure G2/Capterra UK category pages and YouTube explainers reinforce the same claims (Recrawled: YouTube appears in Google AI Overviews).
- 8 8. Track a fixed 40-prompt set monthly across ChatGPT, Gemini, Perplexity, Google AI Overviews (UK locale).
- 9 9. Build 'alternatives to Capsule' page that ranks for competitor conquest queries.
- 10 10. Add Organization schema with sameAs links to Companies House, LinkedIn, G2.

5. Recommended next step

Score **58%** suggests material AI-shortlist risk. Recommended next step: the **NameOnAI AI Visibility Fix** (£797 fixed price, £500 after the Mini-Audit credit), where we implement this fix list in 10 working days and re-run the same prompts for a before/after report. Ongoing monthly plans start at £497/mo.