

Your AI Visibility Score

42

/100

Emerging Visibility

AI platforms are starting to recognize your brand, but visibility in industry-related answers is still inconsistent.

Score Breakdown

Your AI Visibility Score is calculated from 100+ data points across six key components of AI visibility within ChatGPT, Perplexity, Gemini and Claude.

ANSWER FREQUENCY
17/100
Occasionally Referenced

SHARE OF VISIBILITY
15/100
Limited Visibility

ONLINE REPUTATION
50/100
Neutral Reputation

BRAND AUTHORITY
36/100
Limited Recognition

TRAINING DATA INCLUSION
40/100
Moderate Presence

TECHNICAL ACCESSIBILITY
95/100
Totally Accessible

17/100
Occasionally Referenced

Answer Frequency

How frequently ChatGPT, Gemini, Perplexity and Claude mention your brand when asked industry-related questions.

CLICK ON ANY ICON TO SEE DETAILED RESULTS AND RESPONSE EXAMPLES

LINK & MENTION

MENTION ONLY

NO VISIBILITY

What are the best luxury holiday cottages in the Suffolk countryside?

Recommend some exclusive use manor houses for a large family gathering

Show me the top-rated country estate wedding venues in East Anglia

Find luxury group accommodation in Suffolk with private pools and hot tubs

Help me find secluded romantic boltholes for a weekend away in Suffolk

Suggest some luxury venues for a high-end corporate retreat near London

Which private estates in Suffolk offer exclusive use for large celebrations?

I need a shortlist of luxury dog friendly cottages in rural Suffolk

Find the best countryside estates for a luxury team building event

What are the best luxury spa houses for a wellness retreat?

Recommend some high-end wedding venues with onsite accommodation for guests

Show me luxury holiday rentals in Suffolk that offer private chef services

Find exclusive country houses for hire that sleep more than twenty people

Which Suffolk estates are best for hosting a luxury corporate getaway?

Recommend romantic countryside cottages with private hot tubs for couples

Find luxury farmhouses in Suffolk suitable for a large group holiday

What are the best options for luxury corporate event venues in Suffolk?

Show me exclusive use wedding venues with a rustic barn setting

Find premium countryside cottages in Suffolk for a luxury family break

Recommend some luxury estate houses for a private multi-generational stay

15/100
Limited Visibility

Share Of Visibility

How much visibility your brand holds across AI answers for key industry topics, relative to other brands in your space.

#	DOMAIN	SCORE	CHATGPT	GEMINI	PERPLEXITY	CLAUDE
#1	50bestspa.com	26	1	0	0	0
#2	woodhallmanor.com	18	4	3	3	1
#3	wildernessreserve.com	15	0	5	3	4
#4	luxurycottages.com	12	1	2	5	3
#5	groupaccommodation.com	11	2	1	2	5
#6	suffolkhideaways.co.uk	11	0	6	3	0
#7	butleyabbeywilds.co.uk	10	2	1	0	0
#8	kateandtoms.com	9	3	2	3	6
#9	thesuffolkcoast.co.uk	9	2	0	2	1
#10	bruisyardcountryestate.com	9	2	2	0	0
#11	copdockhall.com	9	3	2	1	2
#12	kiplinger.com	9	1	0	0	1
#13	uniquehomestays.com	9	1	4	2	7
#14	thewowhousecompany.com	9	1	1	1	1
#15	idylliccottages.com	9	0	4	3	3
#16	serenitycottages.co.uk	8	1	0	1	3
#17	uniquenorfolkvenues.co.uk	8	1	0	0	0
#18	swynfordmanor.com	8	2	0	0	0
#19	twobighouses.com	8	2	0	0	0
#20	curiousretreats.co.uk	8	2	0	1	1
#21	gotoevents.co.uk	8	1	0	0	0
#22	wingedboots.co.uk	8	1	0	0	0
#23	seckford.co.uk	8	1	0	0	1
#24	vrbo.com	8	0	4	2	0
#25	elysian-estates.co.uk	7	1	1	1	2
#26	thegranaryestates.co.uk	7	2	1	0	0
#27	woodfarmbarns.com	7	1	1	2	1
#28	airbnb.com	7	0	5	1	1
#29	bestofsuffolk.co.uk	6	0	2	3	0
#30	landedhouses.co.uk	5	2	1	0	1

50/100
Neutral Reputation

Online Reputation

How favourably AI portrays your brand based on online sources - positive, negative or neutral.

ChatGPT

NEGATIVE 0 POSITIVE

-10 0 +10

Insufficient public data from credible sources explicitly tied to wildernessreserve.com or its registered company name. Existing visibility suggests a premium UK countryside hospitality brand focused on luxury stays, privacy, and nature-led experiences, but third-party review volume and recency are unclear. No clear negative narratives; perception appears shaped mainly by owned content and selective press mentions. Priorities: increase verified reviews on major platforms referencing the brand, expand PR placements, and amplify social proof to strengthen awareness and trust signals.

Gemini

NEGATIVE 7 POSITIVE

-10 0 +10

Wilderness Reserve maintains a highly positive online public perception. It is consistently highlighted as a luxurious, unique 8000-acre Suffolk estate, offering meticulously restored properties, diverse activities, and exceptional service for leisure, family, and wedding bookings. The brand is also noted for its long-term conservation and rewilding initiatives. Public awareness is evident within the luxury travel and events sector, with features in notable publications.

Perplexity

NEGATIVE 4 POSITIVE

-10 0 +10

Insufficient public data to form a robust reputation read; the brand appears generally well-regarded in travel/editorial coverage and review sites, with praise for scenery, exclusivity, restoration, and staff, but public volume is modest and concentrated in niche hospitality mentions.

Claude

NEGATIVE 3 POSITIVE

-10 0 +10

Wilderness Reserve holds a 6-star rating across 238 reviews, and 98% of Facebook reviewers recommend it (215 reviews). The brand commands a strong Instagram presence with 415K followers. Editorial coverage is positive, with one outlet describing it as "fast becoming one of the UK's coolest countryside hangouts." " However, recurring critical themes surface: some guests feel the resort does not live up to its 5-star price tag, with accommodation showing signs of wear. Operationally, persistent upsell communications post-booking have drawn complaints. Overall perception skews positive but is tempered by value-for-money concerns among a visible minority.

36/100
Limited Recognition

Brand Authority

The overall authority your brand has across the wider web and recognition beyond your industry.

ChatGPT

25

/100

Gemini

65

/100

Perplexity

24

/100

Claude

42

/100

40/100
Moderate Presence

Training Data Inclusion

Presence within the datasets and sources used to train AI models.

JANUARY 2026
NO COVERAGE

claude opus 4.7

No information available in this model's training data.

JANUARY 2026
NO COVERAGE

claude sonnet 4.6

No information available in this model's training data.

AUGUST 2025
NO COVERAGE

gpt 5.4

No information available in this model's training data.

AUGUST 2025
NO COVERAGE

gpt 5.2

No information available in this model's training data.

JULY 2025
NO COVERAGE

claude haiku 4.5

No information available in this model's training data.

JANUARY 2025
STRONG COVERAGE

gemini 3 flash preview

- The estate is located in Suffolk, United Kingdom.
- It features historic properties such as Sibton Park, a Grade II* listed manor house, and the Chapel Barn estate.
- The project focuses on rewilding and managing thousands of acres of traditional English parkland.

JANUARY 2025
STRONG COVERAGE

gemini 2.5 flash

- It is a luxury country estate located in Suffolk, England.
- It offers various private accommodations such as farmhouses, cottages, and barns.
- The estate is actively involved in conservation and rewilding initiatives.
- It provides a range of outdoor and nature-based activities for guests.

SEPTEMBER 2024
NO COVERAGE

gpt 5.1

No information available in this model's training data.

SEPTEMBER 2024
STRONG COVERAGE

gpt 5

- It is located in Suffolk, England.
- The accommodation includes the Georgian manor house Sibton Park alongside various cottages and lodges.
- It hosts exclusive-use holidays, weddings, and corporate retreats on a private estate.

JULY 2024
STRONG COVERAGE

sonar pro

- Wilderness Reserve is located on a large private estate in Suffolk, England.
- It offers exclusive-use country houses, luxury holiday cottages, and off-grid style accommodations.
- The estate covers roughly 5,000 acres of countryside managed for both guests and conservation.

DECEMBER 2023
NO COVERAGE

gpt 4 turbo

No information available in this model's training data.

OCTOBER 2023
NO COVERAGE

gpt 4o

No information available in this model's training data.

OCTOBER 2023
NO COVERAGE

gpt 4o mini

No information available in this model's training data.

OCTOBER 2023
NO COVERAGE

gpt 4

No information available in this model's training data.

AUGUST 2023
STRONG COVERAGE

sonar

- It is located in Suffolk, England.
- It offers exclusive-use country houses and luxury holiday cottages.
- It is associated with a large private estate of several thousand acres.

MARCH 2022
STRONG COVERAGE

gpt 3.5 turbo

- Wilderness Reserve is located in England.
- The property offers exclusive luxury accommodations.
- Activities available include fishing, horse riding, and spa services.

95/100
Totally Accessible

Technical Accessibility

How easily AI tools are able to access, read and use your website content.

AI Bot Accessibility Analysis

GOOD ACCESS

AI BOT	DESCRIPTION	STATUS	HTTP	ROBOTS.TXT	LATENCY
GPTBot OpenAI	Web crawler for improving AI models	ALLOWED	200	✓	0.064 s
GPT-User OpenAI	Appears during ChatGPT browsing sessions	ALLOWED	200	✓	0.055 s
OAI-SearchBot OpenAI	OpenAI's search product crawler	ALLOWED	200	✓	0.045 s
Gemini-Deep-Research Gemini	Appears when Gemini retrieves real-time web data for answers	ALLOWED	200	✓	0.048 s
Googlebot Gemini	Standard Google crawler, also used to fetch content for Gemini	ALLOWED	200	✓	0.061 s
PerplexityBot Perplexity	Perplexity's web crawler	ALLOWED	200	✓	0.060 s
Perplexity-User Perplexity	Real-time Perplexity answer sessions	ALLOWED	200	✓	0.084 s
ClaudeBot Claude	Claude's web crawler for fetching real-time data	ALLOWED	200	✓	0.046 s
Claude-User Claude	Appears during Claude browsing sessions	ALLOWED	200	✓	0.037 s
Claude-SearchBot Claude	Claude's search product crawler	ALLOWED	200	✓	0.046 s

Tested URL: https://wildernessreserve.com/

AI Data Readability Check

POOR

Time To First Byte (TTFB)

Response time: 521ms

<0.2s <0.4s <0.6s <0.8s <1s <1.5s <2s <2.5s <3s 3s+

Fast response helps bots crawl more pages efficiently, avoiding wasted resources and incomplete indexing.

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