VIZAMAX

AI Visibility Report

Generative Engine Optimization Assessment

PREPARED FOR

Relativity6

https://www.relativity6.com

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CONFIDENTIAL — PREPARED BY VIZAMAX

Executive Summary

38

out of 100

Grade: D

Relativity6 is significantly underperforming in AI visibility with a score of 38/100. Major gaps in your AI readiness mean your brand may be invisible to AI systems that consumers and professionals increasingly rely on.

Score Breakdown

AI Bot Access	llms.txt File	Meta & Schema	CA Privacy
100/100	0/100	40/100	55/100
Weight: 15%	Weight: 30%	Weight: 30%	Weight: 25%

Why This Matters

45% of Google searches now show AI Overviews. AI systems like ChatGPT, Perplexity, and Gemini are becoming the primary research tool for consumers and professionals. If your brand is not structured for AI extraction, you are invisible in the fastest-growing discovery channel.

Source: Princeton GEO Research, KDD 2024

AI Bot Access Analysis

How your robots.txt is configured for AI crawlers

Your robots.txt file was found at https://www.relativity6.com/robots.txt. Below is how each major AI bot is configured for access to your site.

BOT NAME	PLATFORM	STATUS
GPTBot	OpenAI (ChatGPT)	ALLOWED
ChatGPT-User	ChatGPT Browsing	ALLOWED
Google-Extended	Google Gemini & AI Overviews	ALLOWED
PerplexityBot	Perplexity AI	ALLOWED
ClaudeBot	Anthropic (Claude)	ALLOWED
anthropic-ai	Anthropic Crawler	ALLOWED
Bingbot	Microsoft Copilot	ALLOWED
CCBot	Common Crawl	ALLOWED

RAW ROBOTS.TXT CONTENT

```
Sitemap: https://www.relativity6.com/sitemap.xml
```

Recommendation

Add explicit Allow directives for key AI bots in your robots.txt. While bots default to allowed when not mentioned, explicit rules signal intent and give you granular control. Consider blocking only training-focused crawlers (like CCBot) while allowing search bots like GPTBot, PerplexityBot, and ClaudeBot.

llms.txt Assessment

The llms.txt standard helps AI systems understand your business

No llms.txt file found

This is the single highest-impact gap in your AI visibility. The llms.txt file is like a resume for AI systems — it tells ChatGPT, Perplexity, Claude, and Gemini exactly what your business does, what you offer, and how to represent you accurately.

Without it, AI systems must infer your business from scattered webpage content, leading to incomplete or inaccurate representation.

What a Relativity6 llms.txt Should Include

```
# Relativity6

> Introducing the all-in-one risk platform from Relativity6. You define your guidelines,
and we surface relevant risk data — with links and sources so your team can move fast.
Streamline KYB, enhance underwriting, and detect fraud with R6.

## Products & Services
- [Product 1](https://...)
- [Product 2](https://...)

## Contact
- Website: https://www.relativity6.com
- Email: [contact email]

## Key Facts
- [Industry, founding year, specializations]
```

Structured Data & Schema

Meta tags, Open Graph, and JSON-LD structured data analysis

[PASS] Title: "Relativity6 | All-in-One Risk Platform | KYB, Underwriting &..."

[PASS] Meta description present

[PASS] Open Graph tags

[FAIL] No JSON-LD structured data found

[FAIL] FAQPage schema

[FAIL] Organization schema

Critical: No Structured Data Found

Content with proper schema markup shows 30-40% higher AI visibility (Princeton GEO Research). Without it, AI systems cannot reliably identify your organization, products, or services.

Recommended Schema Types for Relativity6

Organization
Helps AI identify your entity, brand name, contact info, and social profiles

SoftwareApplication
Describes your platform with features, pricing category, and operating system

FAQPage
Highest extractability by AI — directly feeds Q&A into AI-generated answers

HEADING STRUCTURE

H1: The All-in-One Risk Platform
- H2: Know Your Business (KYB)
- H2: Underwriting Intelligence
- H2: Compliance & Fraud Detection
- H2: Trusted by Leading Insurers

California Privacy Exposure

CIPA / CCPA pixel-tracking risk, modeled on Doe v. Novartis and current California class actions

Risk Level: MEDIUM

Ad/social pixels detected without a Consent Management Platform or 'Your Privacy Choices' link. Exposure exists; configuration changes can resolve it quickly.

Trackers Detected (3)

TRACKER	CATEGORY	EVIDENCE
Google Analytics / GA4	analytics	googletagmanager.com/gtag/js
LinkedIn Insight Tag	ads	snap.licdn.com/li.lms-analytics
Hotjar	session-replay	static.hotjar.com/c/hotjar

Compliance Surface

[FAIL] No Consent Management Platform detected

[FAIL] Missing 'Your Privacy Choices' link (CCPA §1798.135)

[PASS] Privacy policy link present

[FAIL] 2 non-functional cookie(s) set on initial page load

Violations Identified

[HIGH] Ad/social pixels detected with no consent management platform

Legal basis: CCPA/CPRA §1798.135 requires a clear opt-out for the 'sale' or 'sharing' of personal information.

Fix: Install a CMP and configure pre-consent blocking for all ad/social tags.

[HIGH] Missing 'Do Not Sell or Share My Personal Information' link

Legal basis: CCPA §1798.135 requires a clear and conspicuous footer link.

Fix: Add a 'Your Privacy Choices' link in the footer with the standardized icon.

Illustrative Statutory Exposure: $5.0M – $50.0M

Illustrative range: CIPA §637.2(a)(1) statutory damages of $5,000 per violation × an estimated 1,000–10,000 affected California visitors.

Automated scan — not legal advice. Consult a privacy attorney before relying on any finding.

Prioritized Recommendations

Actionable steps to improve your AI visibility, ranked by impact

1. Install a Consent Management Platform (OneTrust, Cookiebot, Osano, or Termly) to block trackers until consent.
2. Add a footer 'Your Privacy Choices' link (CCPA §1798.135) that opens a sale/sharing opt-out.
3. Create an llms.txt file at your domain root — this is the single most impactful step for LLM visibility.
4. Include your business name as an H1 heading, a 1-3 sentence summary, and a contact section.
5. List your key services and products with links to detailed pages.
6. Add JSON-LD structured data (Organization, SoftwareApplication, FAQPage schema). Research shows this increases AI visibility by 30-40%.
7. Add FAQPage schema for common questions — this is highly extractable by AI systems.
8. Add Organization schema to help AI systems identify your entity.
9. Add explicit AI bot rules to robots.txt — while bots aren't blocked, explicit Allow directives signal intent.
10. Add citations and statistics to key landing pages — Princeton GEO research shows +40% visibility boost from cited sources.

Expected Impact (Princeton GEO Research)

+40%
Visibility from adding citations & sources

+37%
Visibility from adding statistics with data

+30%
Visibility from expert quotations & attribution

What This Means for Relativity6

Industry context and competitive implications

The AI Search Paradigm Shift

The way people discover and evaluate businesses is fundamentally changing. AI systems like ChatGPT, Perplexity, and Google AI Overviews are becoming the primary research tool — and they don't show 10 blue links. They synthesize a single answer from the sources they trust most.

For Relativity6, this means your potential customers and partners may be getting AI-generated answers about risk platforms, KYB solutions, and underwriting tools — and if your content is not structured for AI extraction, your competitors will be cited instead of you.

How Each AI Platform Selects Sources

PLATFORM	SOURCE SELECTION
Google AI Overviews	Strong correlation with traditional rankings + structured data
ChatGPT	Draws from wider range; favors authoritative, well-structured content
Perplexity	Always cites sources; favors recent, structured, FAQ-rich content
Gemini	Google index + Knowledge Graph; structured data heavily weighted
Copilot	Bing index + authoritative sources; Microsoft ecosystem signals
Claude	Brave Search + training data; favors factual density and clarity

Key Statistics

AI Overviews reduce clicks to websites by up to 58%. Brands are 6.5x more likely to be cited via third-party sources than their own domain. Optimized content gets cited 3x more often than non-optimized. The businesses that act now will own the AI conversation for years to come.

VIZAMAX

Let's Fix This Together

We identified 10 specific improvements for Relativity6. Our team can implement all of them.

Full Implementation Package

$15,000

llms.txt creation, schema markup implementation, content restructuring, robots.txt configuration, and monthly monitoring setup

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Ready to get started?

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This report contains confidential analysis prepared exclusively for Relativity6.