



Peace of Growth Issues AI Visibility Measurement Advisory

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Peace of Growth is issuing a voluntary AI visibility measurement advisory for UK and US businesses evaluating how their brands appear in AI-generated answers. The guidance calls for separate reporting of brand mentions, source citations and provider recommendations, supported by saved responses and clearly defined test conditions.

The advisory addresses a practical problem in reviewing visibility claims: different observations can be described as the same result. An answer may name a company without recommending it. It may link to an article from the company while recommending another provider, or suggest the company without linking to its website.

Peace of Growth recommends identifying the business question before selecting a metric. A company assessing whether its identity is represented accurately needs a different test from one assessing whether unfamiliar buyers are likely to discover it. Reporting should keep those purposes distinct so that a successful identity check is not presented as evidence of wider demand.

For discovery testing, the advisory recommends questions that describe the buyer's need without including the company's name. Branded questions remain useful for checking services, locations and other identity details, but they should be recorded separately. This distinction helps prevent awareness supplied by the prompt from being mistaken for an independent recommendation.

The guidance also calls for retaining the exact question, the date, the platform, the search mode and the full response for each observation. Where the platform exposes a model version or location setting, those details should be recorded. Links cited in the answer provide additional evidence of the material available to the reader.

Repeated observations are needed to put individual examples in context. The advisory recommends reporting the number of relevant answers alongside the number of mentions, citations or recommendations observed. Unsuccessful tests and answers that omit the company should remain in the record, rather than being removed from a collection of favourable examples.

?A screenshot can show that a brand appeared once; it cannot establish how consistently buyers will find it,? said Muhammad Sarim Khan, founder of Peace of Growth. ?A useful report makes the question, the conditions and the result visible. That gives a business something it can compare over time and a clearer basis for deciding what to improve.?

The advisory extends the measurement discussion around the agency's existing AI search service, whose published scope includes targeted citation monitoring and alignment of public company information. It does not present a new benchmark or claim a measured improvement for Peace of Growth or any client. The recommendations themselves are set out in this announcement.

For businesses serving both markets, the guidance recommends separate UK and US reporting. A provider may be relevant to a buyer in one location and unsuitable for another because of its service coverage or operating requirements. Combining those results without showing the market split can conceal commercially important differences.

The guidance also distinguishes distribution from corroboration. Several websites carrying the same company-issued announcement represent multiple placements of one source statement. They should not automatically be counted as separate editorial endorsements, and their appearance does not by itself demonstrate that an AI system recommends the business.

Finally, visibility reporting should remain connected to business outcomes without overstating attribution. Referral visits, qualified enquiries and customer-reported discovery sources can add context, but a change in mentions alone does not establish a revenue increase. Simultaneous changes to advertising, website content

or sales activity should be recorded when interpreting results.

The advisory is voluntary company guidance and promises no placement in an AI answer. Details of the existing service are available on the AI visibility page. Information about the agency's current 30-minute growth review, which includes a search check and an examination of manual tasks, is available from Peace of Growth.

Peace of Growth Ltd is a Nottingham-based growth agency founded by Muhammad Sarim Khan. It provides AI search visibility, Meta advertising and custom workflow automation services for customer acquisition and business operations.

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Peace of Growth Ltd.

Peace of Growth Ltd is an automation-first growth partner and marketing infrastructure agency in Nottingham, UK. We build custom client acquisition systems, Dual Local Demand Systems, and AI employees for UK SMEs and enterprises.

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