Get Visible Launches Market Visibility Index Assessment to Help Firms Understand How They Are Discovered Online

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Get Visible, a digital marketing agency based in Phoenix, Arizona, has announced the launch of its Market Visibility Index (MVI) Assessment program, a new diagnostic report designed to measure (and advise) on how a business can be found across modern discovery channels like search engines and artificial intelligence channels like ChatGPT, Claude, Gemini, Perplexity, and Grok.

The MVI Assessment evaluates visibility across Google search, AI-driven platforms, online authority signals, social proof, and content engagement. The result is a single score that reflects how discoverable and credible a firm appears to potential clients.

As search behavior continues to evolve, Get Visible created the assessment to address a growing gap between professional expertise and online discoverability.

?Many firms assume they are visible because they have a website or strong referrals,? said Jason Ciment, founder of Get Visible. ?The MVI Assessment shows what actually happens when a prospective client searches today, including on AI platforms that are increasingly influencing decisions.?

The assessment provides firms with:
An overall Market Visibility Index score on a 100-point scale
A breakdown across key visibility categories
High-level insights into strengths and gaps
A clear snapshot of how the firm compares within its market

Unlike traditional SEO audits, the MVI Assessment focuses on how visibility, authority, and credibility work together to influence client acquisition.

The assessment is particularly relevant for law firms and other professional services organizations that depend on trust, reputation, and inbound leads.

?Visibility is now a prerequisite for growth,? added Ciment. ?If a firm cannot be found, it cannot be evaluated. The MVI gives firms a clear starting point to understand where they stand.?

The Market Visibility Index Assessment is available at no cost and can be completed for firms operating locally, regionally, or nationally.

Along with the assessment is an advisory component for SEO and AEO that highlights steps to take to increase organic rankings on search engines and more visibility on chat channels.

The Market Visibility Index Assessment is designed to reflect how real people discover busineses - even lawyers and doctors or other professional services. Instead of focusing solely on website traffic or keyword rankings, the assessment examines the full discovery journey, including how your business shows up in AI-generated answers, comparison results, and referral-driven research.

According to Get Visible, this shift is especially important in competitive markets, where multiple providers may offer similar services but only a few consistently appear at the top of search and recommendation results. As AI tools increasingly summarize options rather than presenting long lists, firms that lack clear authority and visibility signals risk being excluded entirely from consideration.

The MVI Assessment is also structured to be repeatable, allowing firms to track changes in visibility over time as search behavior, algorithms, and competitive landscapes evolve. This makes it useful not only as a one-time diagnostic, but also as an ongoing benchmark for growth and market positioning.

Get Visible developed the assessment after observing that many businesses invest heavily in marketing activities without a clear understanding of how those efforts translate into real-world discoverability. By consolidating visibility signals into a single score and category-level breakdown, the MVI Assessment provides decision-makers with a clearer foundation for strategic planning.

For more information or to request an assessment, visit www.getvisible.com.

About Get Visible

Get Visible is a digital visibility firm that helps professional services organizations manage how they are

discovered across search engines, AI platforms, and online referral channels. Its Market Visibility Management approach focuses on measurable visibility, authority, and long-term growth.

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GetVisible

Get Visible is a 5-star rated digital marketing agency based in Phoenix, Arizona, helping businesses go from "invisible" to "inevitable" online. Since 2005.

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