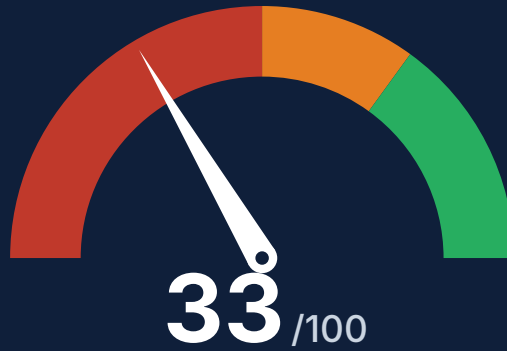


# Gude

AI Search Visibility Audit · gudecapital.com

AI tools can easily confuse your company with other Gudes, and missing trust signals make it harder for people to verify who you are.



BELOW AVERAGE

## Executive summary

We analysed Gude's site for AI search readiness across Google's AI answers, ChatGPT, Perplexity, Gemini and Bing Copilot. Gude scores 33/100 (Below Average) for AI search readiness. The main pattern is weak brand clarity and missing trust signals, so AI tools struggle to identify the company, verify it, and use it confidently. The single biggest lever is to give the site a clear company identity block, visible leadership and contact details, and bot access rules so AI systems can read and trust the brand. Fixing these gaps turns Gude from a vague result into a company AI tools can recognise, mention, and recommend by name.

**Business impact:** Competitors with clearer identity and trust signals are already easier for AI tools to mention, which tilts recommendations away from Gude until these basics are fixed.

### Top priorities

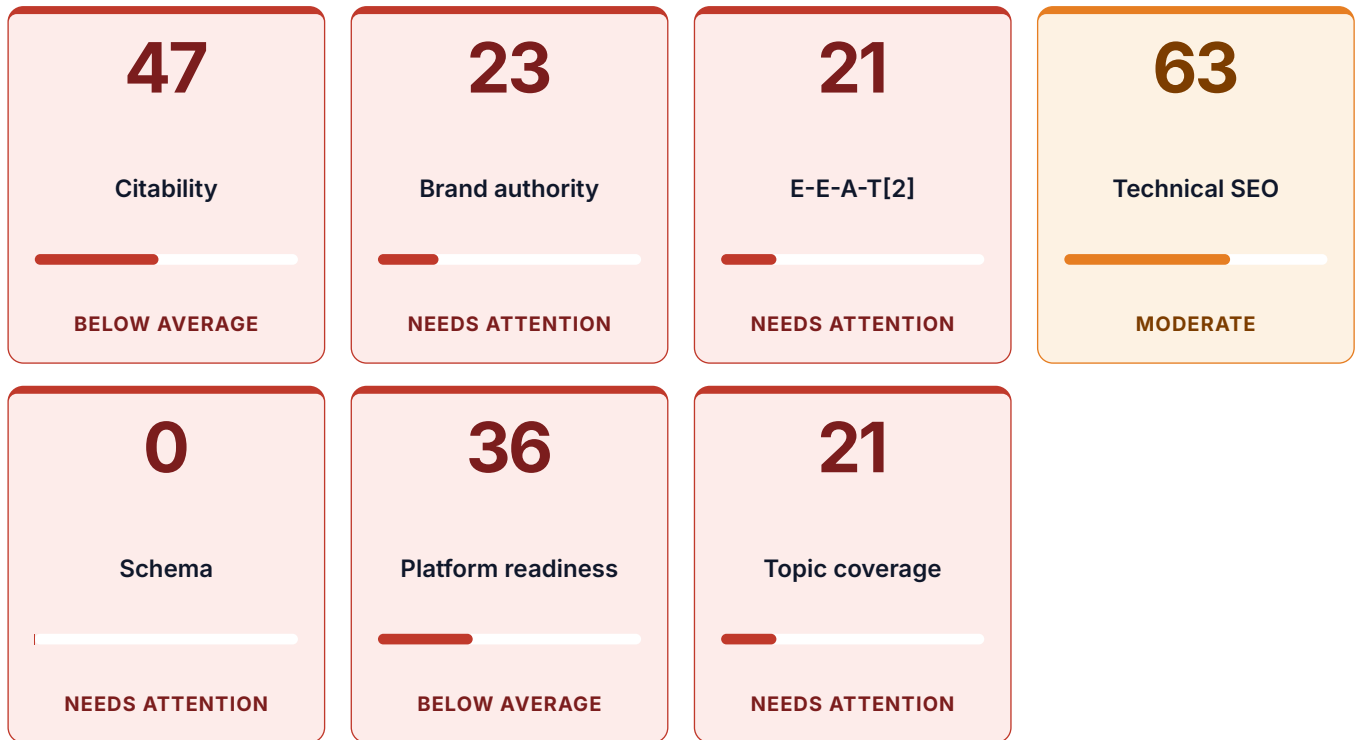
- 1 Add a full Organization block[1] to the homepage
- 2 Publish a real About page with named leadership
- 3 Add visible contact details and a working Contact page

**Biggest finding:** AI tools can confuse Gude with other names, and the site lacks a clear company block, so they are less likely to mention the right business.

## Site overview

Page title	Gude   Infrastructure Origination & Development
Brand / entity	Gude
Business type	Agency / Consultancy
Pages discovered	1

## Category breakdown



## Score bands at a glance

Each scored dimension with its customer-facing band label.

Dimension	Score	Band
Citability	47	BELOW AVERAGE
Brand authority	23	NEEDS ATTENTION
E-E-A-T[2]	21	NEEDS ATTENTION
Technical SEO	63	MODERATE
Schema	0	NEEDS ATTENTION
Platform readiness	36	BELOW AVERAGE
Topic coverage	21	NEEDS ATTENTION

## AI Visibility Dashboard

Platform	Score	Strength	Key gap	Priority action
Google AI Overviews	42	WEAK	No hidden tags explain the company or its services, so Google has little clean material to lift into answers.	Add hidden tags for the company, services, and FAQs across the main pages.
ChatGPT	59	MODERATE	The site gives ChatGPT no clean company summary	Publish an optional AI summary file and a

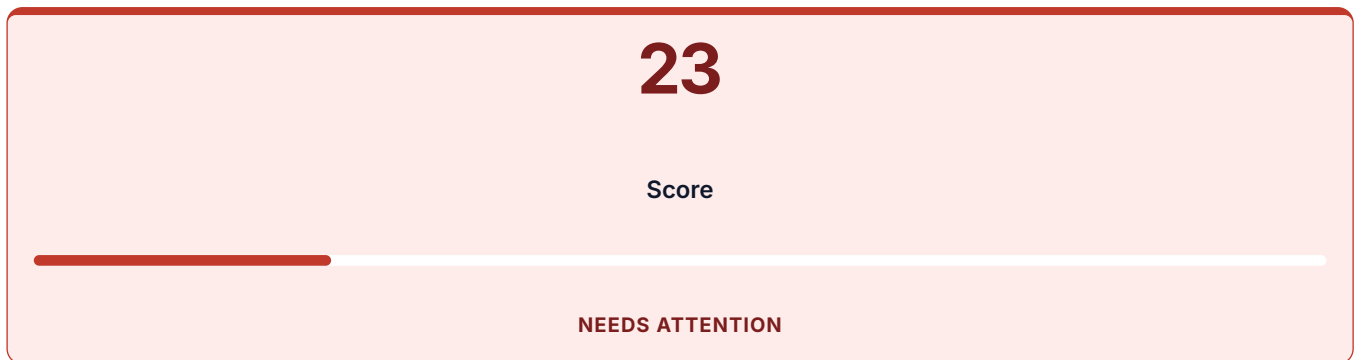
Platform	Score	Strength	Key gap	Priority action
			to learn from or quote confidently.	crisp company overview page.
Perplexity	57	<b>MODERATE</b>	The site lacks hidden tags that link Gude to a clear company profile and key pages.	Add hidden tags for the company, articles, and reference links to the main pages.
Google Gemini	55	<b>MODERATE</b>	Google cannot tie Gude to a strong company profile because the site has no hidden tags or reference links.	Add hidden tags and reference links that clearly identify the company and its leaders.
Bing Copilot	47	<b>WEAK</b>	Fresh updates are weak because the site does not use IndexNow or similar update signals.	Turn on instant update pings and add hidden tags to key pages.

## AI Crawler Access

User agent	Platform	Status	Impact	Recommendation
Googlebot	Google Search + AI Overviews	<b>NO DIRECTIVE</b>	Google can index your content for both classic Search and AI Overviews.	Keep Googlebot allowed; verify Search Console shows clean coverage.
GPTBot[3]	ChatGPT (OpenAI)	<b>ALLOWED</b>	ChatGPT can index your content as a citation source for grounded answers.	Keep GPTBot[3] allowed and surface freshness signals via lastmod / sitemap pings.
Bingbot[4]	Bing + Copilot + ChatGPT Search	<b>NO DIRECTIVE</b>	Bing, Bing Copilot and ChatGPT Search can all see and cite your content.	Keep Bingbot[4] allowed; consider IndexNow for faster freshness propagation.
PerplexityBot[5]	Perplexity	<b>ALLOWED</b>	Perplexity can crawl, cite and link to your content directly in answers.	Keep PerplexityBot[5] allowed; reinforce with brand presence on Reddit and Wikipedia.
Google-Extended[6]	Google Gemini (training)	<b>ALLOWED</b>	Gemini can use your content for training, strengthening long-	Keep Google-Extended[6] allowed; pair with sameAs[8] schema

User agent	Platform	Status	Impact	Recommendation
			term entity recognition[7].	for entity-graph reinforcement.
ClaudeBot[9]	Anthropic Claude	<b>ALLOWED</b>	Claude can read and reference your content when answering user questions.	Keep ClaudeBot[9] allowed; ensure semantic structure (headings, FAQ schema[10]) for clean extraction.
Applebot[11]-Extended	Apple Intelligence	<b>ALLOWED</b>	Apple Intelligence can use your content for training Siri and on-device AI features.	Keep Applebot[11]-Extended allowed; this signal grows in weight as Apple Intelligence rolls out.

## Brand authority



## Brand authority -- findings

**CRIT** Brand identity scattered across platforms - AI may pick the wrong Gude

Results mix gudecapital.com, Gude Capital Management LP, Gude Real Estate Investments LP, GUDE Systems GmbH, GUDE Music, Gude Drive, and the Gude surname; there is no Google company info box and the site does not declare a clean company identity block. 2-8h effort.

**Impact:** When people ask ChatGPT-style tools about Gude, they can easily be sent to GUDE Systems, a musician, a road, or a surname instead of your company.

**Fix:** Use one company name everywhere and add hidden company tags on your homepage linking gudecapital.com to the official LinkedIn, founder profile, and other owned profiles.

**CRIT**

### Public reference points are for the surname, not the company

The confirmed Wikidata item for "Gude" is labelled as a family name with no official website, and the linked Wikipedia pages are surname pages rather than Gude Capital company pages. 0.5-2h effort.

**Impact:** Without a clean public company entry, ChatGPT-style tools lack a trusted reference point for the business and may merge it with unrelated Gude results.

**Fix:** Create or correct a Wikidata company entry only if it meets Wikidata rules, and link it to the official website and company profiles.

**CRIT**

### YouTube and Reddit results point to other Gudes

The YouTube and Reddit checks each found five results for "Gude," but examples include GUDE Music, Gudi Gude, Gude Goods, a shipping-work term in /r/merchantmarine, pronunciation questions, and Gude Drive rather than Gude Capital. 8-24h effort.

**Impact:** Because YouTube and Reddit carry strong weight in AI answers, unrelated results can crowd out your company when users ask about infrastructure origination.

**Fix:** Publish an official YouTube channel and start practical Reddit discussions under the full Gude Capital name, not the short Gude name.

**WARN**

### Platform results outpace trusted press coverage

The news list has ten recent items, but they are obituaries, local road items, sports profiles, or GUDE Systems coverage; none clearly cover Gude Capital or gudecapital.com. 24h+ effort.

**Impact:** Fresh third-party coverage gives AI tools reliable proof that the company is active and worth mentioning for current industry questions.

**Fix:** Pitch infrastructure and housing trade outlets with project milestones, founder commentary, and data-led stories that name Gude Capital and link to gudecapital.com.

**WARN**

## LinkedIn is present, but naming is inconsistent

The official LinkedIn result uses "Gude Real Estate Investments, LP" while search snippets also show "Gude Capital Management LP" and "Anthony Gude"; the dedicated LinkedIn check is led by GUDE Systems GmbH. 2-8h effort.

**Impact:** Mixed naming makes it harder for ChatGPT-style tools to connect the founder, company page, and official website as one business.

**Fix:** Update LinkedIn, founder bios, and the website footer to repeat the same legal and trading names plus the gudecapital.com address.

## Wikidata evidence

Wikidata Q-item[12]	[Q21507288](https://www.wikidata.org/wiki/Q21507288)
Label	Gude
Description	family name
Instance of	Q101352
Wikipedia sitelinks[13]	4
Match confidence	low (name only)

## Competitive share-of-voice

Brand	Gude
Our share of voice[22]	50

## Competitor share-of-voice

Competitor	Share	Citations
linkedin.com	50	0
ares.com	25	0
businesswire.com	25	0
cdn.gihub.org	25	0
cdp.net	25	0

## Competitive share-of-voice -- findings

### **INFO** Missing from best-agency buyer research query

Gude appears in 50% of the measured queries, while linkedin.com also appears in 50%. Gude is absent for the exact query "Best infrastructure origination and development agencies for investment-ready projects"; the top result is gisdalliance.org at rank 1.

**Impact:** This leaves high-intent buyers asking ChatGPT and similar tools for agency recommendations more likely to see other names instead of Gude.

**Fix:** Publish an 8-24h best-agencies guide for investment-ready infrastructure projects that explains Gude's fit, selection criteria, proof points, and comparable providers.

### **INFO** Absent from Gude Capital vs AECOM comparison search

Gude appears in 50% of the measured queries, tied with linkedin.com at 50%. Gude is absent for the exact query "Gude Capital vs AECOM for infrastructure project development"; the top result is instagram.com at rank 1.

**Impact:** When buyers compare Gude with a major infrastructure brand, the conversation can be shaped by unrelated or shallow sources rather than Gude's own positioning.

**Fix:** Create an 8-24h Gude Capital vs AECOM comparison page that contrasts scope, project stage, delivery model, client fit, and evidence from completed work.

### **INFO** LinkedIn matches the site's visibility across measured queries

Gude appears in 50% of the measured queries, and linkedin.com also appears in 50%, making LinkedIn the strongest recurring competing host in this set; ares.com, businesswire.com, cdn.github.org, and cdp.net each appear in 25%.

**Impact:** If profile pages carry as much weight as Gude's own site, AI tools may pull an incomplete company story instead of citing the website's controlled service narrative.

**Fix:** Strengthen the core service pages with short clear paragraphs at the top, client-fit sections, project-stage explanations, and hidden page tags that describe the organization and services.

## AI citability[14] -- findings

### **CRIT** Add a direct definition under the hero

The hero says "From risk to investment-ready" and then explains that Gude originates infrastructure opportunities, but it never opens with a direct "Gude is..." definition.

**Impact:** Without a direct company definition, ChatGPT and similar tools have to infer what Gude is before deciding whether to mention it.

**Fix:** Rewrite the first paragraph to start with "Gude is an infrastructure origination firm..." and add one concrete proof point such as number of active domains, projects reviewed, or capital partners.

### **CRIT** Add verified numbers to each domain

The domain sections name Physical, Digital, and Energy Infrastructure, but they give no deal size, site count, capacity, timeline, or outcome data.

**Impact:** Specific numbers make the page more useful in investor research and make ChatGPT and similar tools more likely to quote Gude instead of a better-documented competitor.

**Fix:** Add one or two verified figures to each domain, such as megawatts assessed, sites controlled, fiber route miles, typical approval timeline, or project value range.

### **WARN** Replace fragment labels with complete sentences

Short labels such as "Sites Facilities" and "Data Centers Fiber" do not explain the service, audience, geography, or outcome.

**Impact:** Fragment labels are hard to reuse, so AI assistants may skip them when summarising what Gude actually does.

**Fix:** Replace each label pair with a complete sentence that names the asset type, the constraint Gude resolves, and the investor outcome.

**CRIT** Add a one-sentence page summary in the header

The homepage has a page title but no 120–160 character summary in the page header, and link previews have no controlled description or image.

**Impact:** A controlled summary gives search tools and AI assistants a clean description to reuse when people ask what Gude does.

**Fix:** Add a short header summary such as “Gude originates engineering-led physical, digital, and energy infrastructure opportunities for institutional investors.”

**WARN** Add proof points or case examples

The page says Gude resolves execution risk and transitions opportunities to institutional investors, but it names no project, partner, date, obstacle, or measurable outcome.

**Impact:** Proof points help investors trust the claim and give AI assistants stronger reasons to name Gude in answers about infrastructure origination.

**Fix:** Add one short case example with year, asset type, constraint removed, time to readiness, and measurable result.

## E-E-A-T[2] -- findings

**CRIT** Publish a real About page with named leadership

The site has an About link, but the crawl only shows the homepage content and no page that explains who runs Gude Capital, its history, or its operating method. 8-24h effort; verify by checking that the About page is live, has named people, and starts earning impressions for company-name searches.

**Impact:** Without a real About page, ChatGPT and similar AI tools have too little proof to understand who the company is or why it should be trusted.

**Fix:** Create an About page with 300+ words covering the company name, leadership, founding story, markets served, investment-development method, and official profiles.

**CRIT** **Add visible contact details and a working Contact page**

The homepage shows a Contact link, but the crawled content does not show an email address, phone number, office location, or contact form. 2-8h effort; verify by confirming the contact page is reachable and tracking qualified enquiries from that page.

**Impact:** No visible contact route makes the firm look hard to verify, which can reduce trust from prospects, investors, and AI-powered answers.

**Fix:** Add a Contact page with a business email, office location or service area, phone number if available, contact form, and LinkedIn company link.

**CRIT** **Add founder and expert bios to prove real infrastructure experience**

No named author, founder, or expert bio appears in the provided page, despite claims about permitting, interconnection, engineering scope, and capital formation. 8-24h effort; verify by checking that each key page names a real person with role, credentials, and prior relevant work.

**Impact:** Without visible people behind the claims, AI tools are more likely to prefer competitors that show named experts and proven industry experience.

**Fix:** Add leadership bios with headshots, roles, years of experience, infrastructure sectors worked in, selected projects, and links to official professional profiles.

**CRIT** **Clarify the company identity so AI tools pick the right Gude**

Public results mix Gude Capital with unrelated companies, music, roads, surnames, and people named Gude, while the homepage uses the short name GUDE prominently. 2-8h effort; verify by using the full company name across the homepage, footer, profiles, and hidden company tags.

**Impact:** If the company identity stays ambiguous, ChatGPT and similar AI tools may mention the wrong Gude when users ask about infrastructure origination.

**Fix:** Use "Gude Capital" consistently in titles, headings, footer copy, profile links, and hidden company tags that connect the site to official company profiles.

**WARN** Support investment claims with sources, numbers, and examples

The homepage describes infrastructure, digital, and energy opportunities, but gives no named projects, data points, cited sources, or examples of constraints resolved. 24h+ effort; verify by adding at least five precise figures and tracking whether ChatGPT referrals, server logs, and Perplexity mentions improve over 60 days.

**Impact:** Specific proof gives investors and AI tools more reason to treat the firm as a reliable source instead of a generic infrastructure-services page.

**Fix:** Add project examples, permitting timelines, interconnection or site-control milestones, cited market sources, and clear statements of what Gude Capital did directly.

**WARN** Add short direct answers and FAQs to key pages

The homepage explains the business in polished language, but it lacks short question-led sections such as "What does Gude Capital do?" or "Which infrastructure sectors does Gude Capital cover?". 2-8h effort; verify by adding FAQ headings and monitoring AI-tool mentions over 60 days.

**Impact:** Clear question-and-answer sections make it easier for AI to pull a clean answer straight from your page and name the company accurately.

**Fix:** Add a short clear paragraph at the top plus five FAQ sections covering services, sectors, investor fit, project stage, and how to contact the firm.

## Platform readiness -- findings

**CRIT** Gude identity is unclear across public sources

Search results mix the target site with GUDE Systems GmbH, GUDE Music, Gude Goods, Gude Drive, surname pages, obituaries, athletes, and variants such as Gude Capital Management LP and Gude Real Estate Investments LP; only 2 confirmed official public profile links were found.

**Impact:** When people ask ChatGPT-style tools about Gude, they may be sent to a different company, person, place, or surname page instead of Gude Capital.

**Fix:** Standardise the company name everywhere and add hidden company tags that connect the website to the official LinkedIn page, founder profile, and other owned public profiles.

**CRIT** **No hidden company or page explanation tags found**

No hidden tags identifying the organisation, people, services, articles, or public profile links were found on the homepage or checked pages.

**Impact:** Gemini, Copilot, and Google AI answers have less machine-readable proof of who Gude Capital is, what it offers, and which public profiles belong to it.

**Fix:** Add hidden organisation, service, article, and profile-link tags to the homepage and key service pages using one consistent company name.

**CRIT** **Public reference points do not clearly describe the company**

The available Wikipedia-style result is for the Gude surname, not Gude Capital, and no clean company entry was confirmed for the business.

**Impact:** ChatGPT often prefers trusted public references, so weak reference coverage makes it less likely to name Gude Capital for infrastructure origination questions.

**Fix:** Create or correct a public company reference only where the business meets the platform rules, and link it to the official website and company profiles.

**CRIT** **Reddit and YouTube results are not strong company proof**

Reddit and YouTube checks found activity around the word Gude, but examples include GUDE Music, Gudi Gude, Gude Goods, a shipping term, pronunciation questions, and Gude Drive rather than clear Gude Capital discussion.

**Impact:** Perplexity and other assistants lean on community and video signals, so unrelated discussions can crowd out the company in answers.

**Fix:** Publish official YouTube explainers and participate in practical industry discussions using the full Gude Capital name rather than the short Gude name.

**WARN** Pages lack proof points and direct reusable answers

The homepage explains that Gude originates infrastructure opportunities, but it does not open with a direct "Gude is..." definition and the domain sections lack deal size, site count, capacity, timeline, or outcome data.

**Impact:** Without concise definitions and verified numbers, AI tools have fewer safe facts to reuse and may choose better-documented competitors.

**Fix:** Add a direct opening company definition, one verified number per major section, and at least one short case example with year, asset type, constraint removed, and result.

**WARN** Bing refresh setup is incomplete

Bing's near-instant indexing feed was not found, although Bing access does not appear to be blocked.

**Impact:** Copilot relies on Bing, so slower refresh can delay new service pages, proof points, and naming fixes from appearing in assistant answers.

**Fix:** Set up Bing's near-instant indexing feed and submit the site's key pages through Bing Webmaster Tools after the content and naming updates go live.

## Access files

File	URL	Status	Size
robots.txt[15]	https://www.gudecapital.com/robots.txt[15]	ERROR	2398
llms.txt[16]	https://www.gudecapital.com/llms.txt[16]	ERROR	2398
indexnow.json	https://www.gudecapital.com/indexnow.json	ERROR	2398
ai.txt	https://www.gudecapital.com/ai.txt	ERROR	2398
.well-known/ai-plugin.json	https://www.gudecapital.com/.well-known/ai-plugin.json	ERROR	2398

## Schema coverage

Schema type	Status	Why it matters
Organization[1] (or Person[17] / LocalBusiness)	MISSING	Anchors entity-resolution for Google Knowledge Graph and ChatGPT browse -- without it, AI tools cannot reliably attribute facts to your business.
WebSite	MISSING	Enables sitelinks[13] search box and confirms canonical site identity to AI crawlers.
BreadcrumbList	MISSING	Helps AI assistants describe page hierarchy when citing your URLs.
FAQPage[10]	MISSING	Direct AI Overview citation source -- FAQ pages with FAQPage[10] markup are the #1 AI-cited format.
Article[18]	MISSING	Lets AI tools quote bylines, dates, and headlines accurately when summarising your content.
Product	MISSING	Enables price/availability/rating mentions in AI shopping answers.

## Schema -- findings

### **CRIT** Add a full Organization block[1] to the homepage

No page on the site carries structured-data markup, and the homepage has no Organization, Person, or LocalBusiness block at all. For an agency, that means AI tools have no clear publisher identity to latch onto; building the base graph usually takes 2–8 hours and can be checked in the Rich Results Test and the Schema Markup Validator.

**Impact:** Without a clear company block, ChatGPT and similar AI tools are much less likely to know and mention your agency when people ask about your topic.

**Fix:** Add a server-rendered Organization block[1] on the homepage with your legal name, logo, contact details, and official social profiles.

### **CRIT** Add case-study Service[19] markup for your agency offerings

This is an agency site, but the scan found no Service block or any other schema that explains what services you sell. That leaves the site thin for AI systems; creating one solid Service block per core offer is usually a 0.5–2 hour task and is easy to verify with the Schema Markup Validator.

**Impact:** Without service-level markup, AI tools have a harder time understanding what your agency actually does, so competitors with clearer pages are more likely to be recommended instead.

**Fix:** Add Service[19] blocks for your main offers and connect them to the Organization block[1] with matching names and descriptions.

### **CRIT** Connect the site with sameAs[8] links to key profiles

No Wikipedia, no Wikidata, and no other sameAs links are declared, so there is no external anchor to help AI disambiguate the brand. For agencies, that is a major trust and identification gap; adding your strongest profiles is usually a 0.5–2 hour task.

**Impact:** Without outside profile links, AI tools can confuse your agency with similarly named businesses or skip you entirely when answering brand questions.

**Fix:** Add sameAs[8] links for your strongest public profiles, starting with Wikipedia and Wikidata if you have them, plus LinkedIn, YouTube, and other official channels.

### **CRIT** Move schema into the initial page HTML

No schema was found anywhere on the site, so if it exists at all it is not present in the initial HTML that bots read first. When markup depends on later page script execution, AI crawlers may process it late or miss it, which is a common reason pages work in Google but are ignored by AI tools.

**Impact:** If the markup is not visible right away, AI systems may never use it, which weakens how clearly they understand your agency and its services.

**Fix:** Place all schema in the server-built page HTML so bots can read it immediately without waiting for page scripts.

## llms.txt[16] readiness

Path	Status	Recommendation
/llms.txt[16]	<b>MISSING</b>	Publish a /llms.txt[16] file describing your site for AI assistants. The new artifact step generates a tailored draft you can review and deploy.
/llms-full.txt	<b>MISSING</b>	Optionally publish /llms-full.txt with the actual content of every URL you list -- high-effort but improves AI citation[20] completeness.

## Meta-tag quality -- findings

### **CRIT** Missing meta description

No `<meta name="description">` tag found on the homepage.

**Impact:** Search engines auto-generate a snippet from on-page text -- often awkward and off-message -- and AI summaries lose a clean, controlled blurb to quote.

**Fix:** Add a 120-160 char description summarising the page in one sentence.

### **CRIT** No Open Graph tags

None of `og:title`, `og:description`, `og:image` present in `<head>`.

**Impact:** Link previews on LinkedIn, Slack, WhatsApp and inside ChatGPT / Perplexity / Copilot answers render blank -- shared links look broken and lose engagement.

**Fix:** Add `og:title`, `og:description`, `og:image` meta tags to `<head>`.

### **WARN** No twitter:card meta

No `<meta name="twitter:card">` tag on the homepage.

**Impact:** X/Twitter shares of the homepage render as plain-text previews instead of a rich card with image and headline -- visibly weaker than competitors in the timeline.

**Fix:** Add `<meta name="twitter:card" content="summary_large_image">` as a minimum.

**WARN** No canonical link tag

No `<link rel="canonical">` found in `<head>`.

**Impact:** Without a canonical, parameter / tracking variants of the URL can be indexed as separate pages, splitting ranking signals and confusing AI crawlers about the authoritative source.

**Fix:** Add `<link rel="canonical" href="<absolute URL>">` to `<head>`.

**WARN** Missing lang attribute on `<html>`

No `lang="..."` attribute on the `<html>` element, and no `metadata.language` set.

**Impact:** AI assistants and screen readers cannot reliably detect the page language; risk of being filtered out of locale-specific AI answers and accessibility checks.

**Fix:** Add `lang="de"` (or the correct ISO code) to the `<html>` element.

**INFO** Missing viewport meta

No `<meta name="viewport">` tag in `<head>`.

**Impact:** Mobile browsers fall back to desktop-width rendering; layout breaks on phones, mobile-friendly ranking signal lost, bounce rate spikes.

**Fix:** Add `<meta name="viewport" content="width=device-width, initial-scale=1">` to `<head>`.

**INFO** Missing charset declaration

No `<meta charset="...">` tag in `<head>`.

**Impact:** Encoding ambiguity risks mojibake on umlauts / non-ASCII characters, especially in older browsers, email previews and crawler pipelines.

**Fix:** Add `<meta charset="utf-8">` as the first child of `<head>`.

# Findings

## **CRIT** Add a crawl rules file for bots

No crawl rules file was found, so bots are currently being managed without a central set of instructions. Setting one up is a one-file change that usually takes 0.5–2h, and you can verify it in server logs and by checking each bot's access path.

**Impact:** Without a crawl rules file, you have less control over which pages search engines and AI tools can reach and reuse.

**Fix:** Publish a crawl rules file that clearly allows important pages and blocks only pages you truly want hidden.

## **CRIT** Add an optional AI summary file

No optional AI summary file was present. That is a small but useful housekeeping gap, and it typically takes 0.5–2h to draft and validate by requesting a fresh fetch from AI tools that support it.

**Impact:** An optional AI summary file can make it easier for AI tools to understand your site at a glance.

**Fix:** Create an optional AI summary file that lists your main pages, services, and preferred descriptions.

## **INFO** Set up Bing freshness updates

No Bing freshness update feed was detected. This is a lightweight integration, usually 0.5–2h, and you can confirm it through Bing webmaster tools after submitting a test URL.

**Impact:** Without Bing freshness updates, new or changed pages may take longer to surface in Bing and Copilot experiences.

**Fix:** Add a Bing freshness update feed and submit your key URLs whenever content changes.

### **CRIT** Add a full Organization block[1] to the homepage

No page on the site carries structured-data markup, and the homepage has no Organization, Person, or LocalBusiness block at all. For an agency, that means AI tools have no clear publisher identity to latch onto; building the base graph usually takes 2–8 hours and can be checked in the Rich Results Test and the Schema Markup Validator.

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**Impact:** If the markup is not visible right away, AI systems may never use it, which weakens how clearly they understand your agency and its services.

**Fix:** Place all schema in the server-built page HTML so bots can read it immediately without waiting for page scripts.

## Top crawled pages

URL	Title	Status	HTML len	Link count
https://www.gudecapital.com/	Gude   Infrastructure Origination & Development		13344	1

## Quick wins (next 30 days)

### Rewrite the homepage into direct Gude Capital answers

Effort: low

Gude Capital's score for quotable page content is 47/100, with only 20% of key content opening with a direct answer and no "Gude Capital is..." definition.

### Add proof anchors to every infrastructure claim

Effort: medium

The experience/proof/trust score is 21/100, with no named projects, dates, outcomes, sources, or visible people behind claims about permitting, interconnection, engineering scope, and capital formation.

## **Build an investor-question bank for Gude Capital copy**

Effort: medium

The copy is polished but broad, while direct-question coverage is only 20% and the weakest checked passage scored 5/100.

## **Publish an investor-ready infrastructure diligence checklist**

Effort: low

The score for how much of the infrastructure-origination subject the site covers is 21/100, and the site lacks case examples, question-and-answer depth, and downloadable education assets.

# 30 / 60 / 90-day plan

## 0-30d

### WEEK 1

Action	Impact	Effort	Platforms
Rewrite the homepage into direct Gude Capital answers	Gude Capital's score for quotable page content is 47/100, with only 20% of key content opening with a direct answer and no "Gude Capital is..." definition.	low	Google AI Overviews, ChatGPT Search, Bing Copilot

### WEEK 2

Action	Impact	Effort	Platforms
Add proof anchors to every infrastructure claim	The experience/proof/trust score is 21/100, with no named projects, dates, outcomes, sources, or visible people behind claims about permitting, interconnection, engineering scope, and capital formation.	medium	Perplexity, Google AI Overviews, ChatGPT Search

### WEEK 3

Action	Impact	Effort	Platforms
Build an investor-question bank for Gude Capital copy	The copy is polished but broad, while direct-question coverage is only 20% and the weakest checked passage scored 5/100.	medium	ChatGPT Search, Perplexity, Google AI Overviews

### WEEK 4

Action	Impact	Effort	Platforms
Publish an investor-ready infrastructure diligence checklist	The score for how much of the infrastructure-origination subject the site covers is 21/100, and the site lacks case examples, question-and-answer depth, and downloadable education assets.	low	Google AI Overviews, ChatGPT Search, Bing Copilot

## 31-60d

Action	Impact	Effort	Platforms
Create a Gude Capital infrastructure-origination hub	The score for how much of the infrastructure-origination subject the site covers is 21/100, and the site lacks a real About page, expert bios, insight pages, and question-led sections.	medium	Google AI Overviews, Gemini, Bing Copilot
Pitch trade press with Gude Capital project data	Brand score is 23/100 and relevant news proof is only 10/100; current news results are unrelated people, roads, sports, or other Gude companies.	medium	ChatGPT Search, Perplexity, Bing Copilot

## 61-90d

Action	Impact	Effort	Platforms
Seed expert discussions under the full Gude Capital name	Perplexity score is 29/100 and Reddit proof points to unrelated uses of Gude, not Gude Capital.	medium	Perplexity, ChatGPT Search

## Projected business impact

Quick-wins score uplift (30 days)	+14
Full-plan target score	48
Estimated monthly value (low)	EUR 300
Estimated monthly value (high)	EUR 900

## Per-query heatmap

Query	Provider	Mentioned	Position	Sentiment
What is Gude Capital?	openai/gpt-5.3-chat-latest	yes	--	neutral
What is Gude Capital?	openai/gpt-5.4-mini	yes	--	neutral
What is Gude Capital?	anthropic/claude-sonnet-4-6	yes	--	neutral
What is Gude Capital?	gemini/gemini-2.5-flash	yes	--	positive
What is Gude Capital?	perplexity/sonar	yes	--	positive

Query	Provider	Mentioned	Position	Sentiment
What is Gude Capital?	deepseek/ deepseek-chat	yes	--	positive
What is Gude Capital?	minimax/MiniMax-M2.7	yes	--	neutral
What is Gude Capital?	mistral/mistral-large-latest	yes	--	positive
What does Gude do in infrastructure origination and development?	openai/gpt-5.3-chat-latest	yes	--	neutral
What does Gude do in infrastructure origination and development?	openai/gpt-5.4-mini	yes	--	neutral
What does Gude do in infrastructure origination and development?	anthropic/claude-sonnet-4-6	yes	--	neutral
What does Gude do in infrastructure origination and development?	gemini/gemini-2.5-flash	yes	--	positive
What does Gude do in infrastructure origination and development?	perplexity/sonar	yes	--	positive
What does Gude do in infrastructure origination and development?	deepseek/ deepseek-chat	yes	--	neutral
What does Gude do in infrastructure origination and development?	minimax/MiniMax-M2.7	yes	--	neutral
What does Gude do in infrastructure origination and development?	mistral/mistral-large-latest	yes	--	positive
Best infrastructure origination and development agencies for investment-ready projects	openai/gpt-5.3-chat-latest	no	--	missing
Best infrastructure origination and development	openai/gpt-5.4-mini	no	--	missing

Query	Provider	Mentioned	Position	Sentiment
agencies for investment-ready projects				
Best infrastructure origination and development agencies for investment-ready projects	anthropic/claude-sonnet-4-6	no	--	missing
Best infrastructure origination and development agencies for investment-ready projects	gemini/gemini-2.5-flash	no	--	missing
Best infrastructure origination and development agencies for investment-ready projects	perplexity/sonar	no	--	missing
Best infrastructure origination and development agencies for investment-ready projects	deepseek/deepseek-chat	no	--	missing
Best infrastructure origination and development agencies for investment-ready projects	minimax/MiniMax-M2.7	no	--	missing
Best infrastructure origination and development agencies for investment-ready projects	mistral/mistral-large-latest	no	--	missing
Gude Capital vs AECOM for infrastructure project development	openai/gpt-5.3-chat-latest	yes	--	neutral
Gude Capital vs AECOM for infrastructure project development	openai/gpt-5.4-mini	yes	--	negative

Query	Provider	Mentioned	Position	Sentiment
Gude Capital vs AECOM for infrastructure project development	anthropic/claude-sonnet-4-6	yes	--	neutral
Gude Capital vs AECOM for infrastructure project development	gemini/gemini-2.5-flash	yes	--	neutral
Gude Capital vs AECOM for infrastructure project development	perplexity/sonar	yes	--	neutral
Gude Capital vs AECOM for infrastructure project development	deepseek/deepseek-chat	yes	--	positive
Gude Capital vs AECOM for infrastructure project development	minimax/MiniMax-M2.7	yes	--	neutral
Gude Capital vs AECOM for infrastructure project development	mistral/mistral-large-latest	yes	--	positive

## Topic coverage

Coverage score	21
Covered topics	2
Gaps	7

## Topic gaps and suggestions

### Core concepts

Medium

Add a thorough "Infrastructure origination and development" guide that explains the model, key stages, risk types, and how projects move from concept to investment-ready. Add hidden page tags that identify Gude, its services, and the article clearly.

## Use cases

Medium

Create separate pages for physical, digital, and energy infrastructure with concrete examples: data center site readiness, fiber route development, storage interconnection, or facility repositioning. Include who the buyer or investor is in each scenario.

## Implementation

High

Publish a step-by-step delivery model showing how Gude assesses site control, approvals, engineering scope, counterparties, and risk transfer. Add diagrams or process visuals with descriptive captions so AI tools can understand the workflow.

## Comparison

High

Add decision pages explaining how Gude differs from a developer, investment bank, owner-operator, engineering firm, or fund sponsor. Include a simple “when to work with each” table for investors and asset owners.

## Pricing models

High

Add investor-facing content on economics: how risk removal affects valuation, what costs are usually incurred before capital formation, and how returns or ownership transition may be evaluated. Keep it educational if exact fees are confidential.

## Latest trends

High

Publish updated 2025–2026 insight pages on power constraints for data centers, grid interconnection delays, storage demand, permitting pressure, and institutional infrastructure appetite. Show author and last-updated dates on each article.

## Entity clarity

Medium

Make the company identity consistent across the site: use either Gude or Gude Capital as the primary name, link to the real LinkedIn profile, and add hidden company tags with official name, logo, contact details, and trusted profile links.

Hit rate	50% (2 / 4 queries)
Average rank (1 = top of page)	1
Total queries probed	4

## Per-query SERP[23] results

Query	Intent	Your rank	Top competitor
What is Gude Capital?	brand_recognition	1	medium.com
What does Gude do in infrastructure originati...	description_accuracy	1	linkedin.com
Best infrastructure origination and developme...	category_ranking	not in top 10	gisdalliance.org
Gude Capital vs AECOM for infrastructure proj...	comparison	not in top 10	instagram.com

## Pages analyzed

Pages discovered	1
Pages crawled	1
Pages failed	0

## URLs analyzed (top 1)

URL	Title	Status
<a href="https://www.gudecapital.com/">https://www.gudecapital.com/</a>	Gude   Infrastructure Origination & Development	

# Generated artifacts

## llms.txt[16]

```
<!-- Generated: 2026-05-25 -->
# Gude
Gude originates infrastructure opportunities by resolving technical, commercial, and
delivery constraints that enable scalable long-term institutional ownership.

> Infrastructure origination and development focused on moving physical, digital, and
energy infrastructure projects from risk to investment-ready.

## Start Here
- [Homepage](https://www.gudecapital.com/): Overview of Gude's infrastructure origination
approach, domains, delivery model, and contact pathway.

## Services / Domains
- [Physical Infrastructure](https://www.gudecapital.com/#sectors): Facilities, occupancy-
supporting systems, industrial assets, and engineered assemblies where technical scope,
permitting, and delivery determine investability.
- [Digital Infrastructure](https://www.gudecapital.com/#sectors): Data centers, fiber,
network, and compute-related assets where power, interconnection, location, and operating
requirements drive value.
- [Energy Infrastructure](https://www.gudecapital.com/#sectors): Generation, storage,
grid, and behind-the-meter assets where interconnection, offtake, permitting, and
delivery risk determine bankability.

## Delivery Model
- [How We Work](https://www.gudecapital.com/#disposition): Gude identifies project
constraints, assembles technical and commercial workstreams, and prepares infrastructure
opportunities for investor underwriting.

## Contact
- [Contact](https://www.gudecapital.com/#footer): Contact Gude for infrastructure
origination and development inquiries.
```

## robots.txt[15]

```
# Generated robots.txt
# Date: 2026-05-25
# Rationale: Generated from scratch for an agency website to allow major AI citation
  crawlers while restricting common utility paths.

User-agent: *
Disallow: /admin
Disallow: /cart
Disallow: /checkout
Disallow: /search
Disallow: /api

# AI crawler access for search/citation visibility
User-agent: OAI-SearchBot
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: Claude-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

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

## Organization[1] Schema

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@graph": [
    {
      "@type": "Organization",
      "@id": "https://www.gudecapital.com/#org",
      "name": "Gude",
      "url": "https://www.gudecapital.com/",
      "logo": "https://www.gudecapital.com/favicon.ico",
      "description": "Gude originates infrastructure opportunities by resolving
technical, commercial, and delivery constraints that enable scalable long-term
institutional ownership."
    },
    {
      "@type": "WebSite",
      "@id": "https://www.gudecapital.com/#website",
      "url": "https://www.gudecapital.com/",
      "name": "Gude",
      "publisher": {
        "@id": "https://www.gudecapital.com/#org"
      }
    }
  ]
}
</script>
```

## Glossary

[1]	<b>Organization</b>	the Schema.org tag that labels who the company behind the site is -- brand name, logo, social profiles
[2]	<b>E-E-A-T</b>	four quality marks Google and AI tools check on a page: real-world Experience, Expertise, Authoritativeness, Trustworthiness
[3]	<b>GPTBot</b>	OpenAI's web crawler that fetches pages for ChatGPT's search and training
[4]	<b>Bingbot</b>	Microsoft Bing's crawler -- its index also feeds Copilot's answers
[5]	<b>PerplexityBot</b>	Perplexity's web crawler that fetches pages for its answer-engine results
[6]	<b>Google-Extended</b>	the special robots.txt token that opts your site OUT of Google's AI training without hurting normal Google search
[7]	<b>entity recognition</b>	the step where AI spots that a chunk of text refers to a real-world brand, person or place
[8]	<b>sameAs</b>	a tag that says "this is the same entity as my Wikipedia / LinkedIn / YouTube profile" so AI knows it is one identity
[9]	<b>ClaudeBot</b>	Anthropic's web crawler that fetches pages for Claude
[10]	<b>FAQPage</b>	the Schema.org tag that labels a page as a list of question-and-answer pairs that AI can quote directly

[11]	<b>Applebot</b>	Apple's web crawler that feeds Spotlight, Siri and Apple Intelligence
[12]	<b>Q-item</b>	a unique Wikidata ID (like Q12345) for a real-world entity -- one of the strongest ways to tell AI which company you are
[13]	<b>sitelinks</b>	the indented sub-links Google shows under your top result for a brand search -- your most important inner pages
[14]	<b>citability</b>	how easy it is for AI to pull a clean answer straight from your page
[15]	<b>robots.txt</b>	a small file on your site that tells bots which pages they are allowed to visit
[16]	<b>llms.txt</b>	an optional file you can add to help AI tools summarise your site
[17]	<b>Person</b>	the Schema.org tag that labels a real person -- author, founder, expert -- so AI tools can tell them apart from namesakes
[18]	<b>Article</b>	the Schema.org tag for an article that lists author, date and headline so AI can attribute quotes correctly
[19]	<b>Service</b>	the Schema.org tag that labels what a company actually offers -- audits, consulting, support
[20]	<b>AI citation</b>	when an AI names your brand or site in its answer
[21]	<b>AI visibility</b>	whether ChatGPT and similar AI tools know and mention your company when people ask about your topic
[22]	<b>share of voice</b>	how big a slice of the conversation is yours compared to competitors
[23]	<b>SERP</b>	the page of blue links Google shows for a search
[24]	<b>JSON-LD</b>	an invisible JSON block inside the page that tells search engines and AI what the page is about