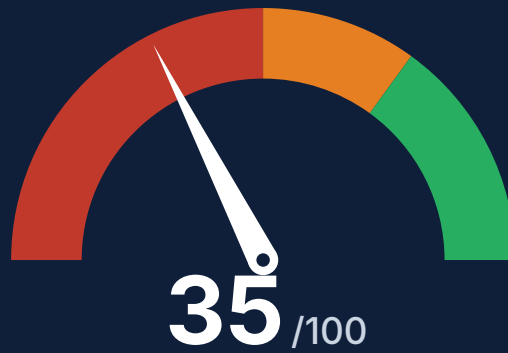


Gude

AI Search Visibility Audit · gudecapital.com

AI tools may pick the wrong Gude because your company identity is scattered and key pages are hard for bots to read.



BELOW AVERAGE

Executive summary

We analysed Gude's site for whether ChatGPT and similar AI tools know and mention your company when people ask about your topic across Google's AI Overviews, ChatGPT, Perplexity, Gemini and Bing Copilot. Gude scores 35/100 (Below Average) for AI search readiness. The findings point to one clear theme: AI tools do not yet have a stable, single version of who you are or what your site should be used for. The biggest lever is to lock down your company identity on the homepage and give bots clear guidance on what to read. Fix that, and AI assistants will stop confusing you with other Gude entities and start pulling your agency into answers with far more confidence.

Business impact: Competitors with clearer identity signals are already more likely to be named by AI tools, while Gude is easier to skip or mislabel.

Top priorities

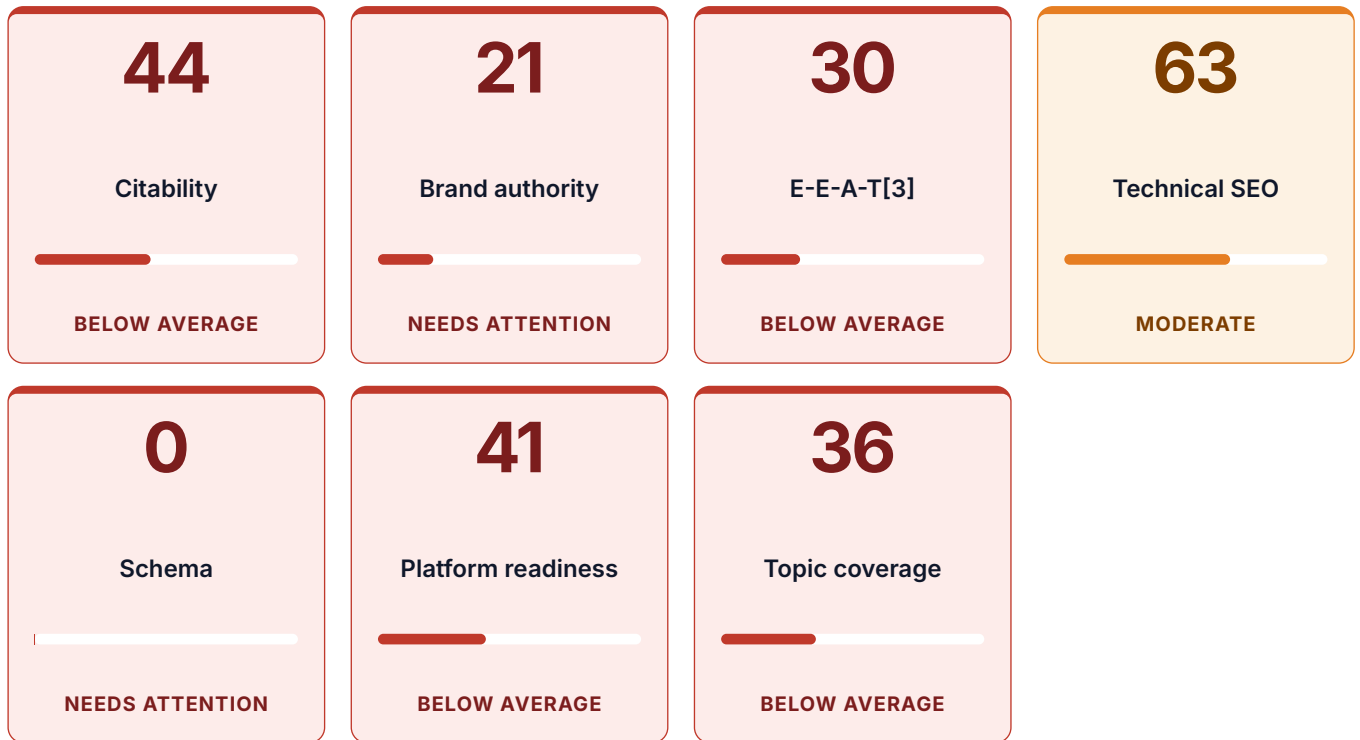
- 1 Add an Organization[1] entity block[2] to the homepage
- 2 Publish a crawl policy file for bots
- 3 Add a clear company identity block to stop brand mix-ups

Biggest finding: AI tools can confuse Gude with other unrelated names because the site does not clearly establish one company identity.

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	44	BELOW AVERAGE
Brand authority	21	NEEDS ATTENTION
E-E-A-T[3]	30	BELOW AVERAGE
Technical SEO	63	MODERATE
Schema	0	NEEDS ATTENTION
Platform readiness	41	BELOW AVERAGE
Topic coverage	36	BELOW AVERAGE

AI Visibility Dashboard

Platform	Score	Strength	Key gap	Priority action
Google AI Overviews	23	WEAK	No hidden tags explain the company or services, so Google lacks a clean source to quote.	Add Organization[1], Article[4], and FAQ pages with hidden tags that describe Gude and its services.
ChatGPT	35	WEAK	The site gives AI no optional summary file and very little	Publish a clear site summary file and strengthen Gude's

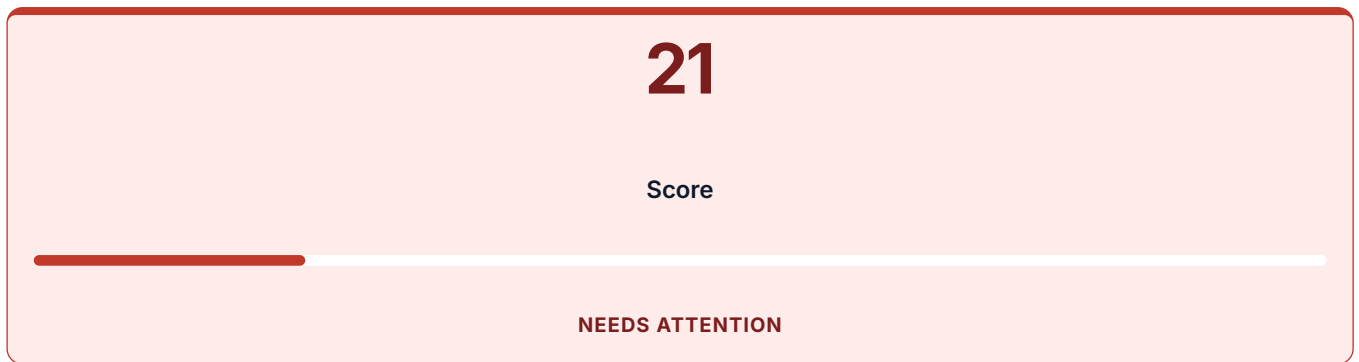
Platform	Score	Strength	Key gap	Priority action
			authority support from outside sources.	profiles on trusted public directories.
Perplexity	43	WEAK	No hidden tags or reference links help AI tie Gude to a single trusted company identity.	Add Organization[1] and Article[4] markup with clear reference links to Gude's official profiles.
Google Gemini	25	WEAK	No hidden tags with reference links help Google connect Gude to one clear company identity.	Add Organization[1] markup with reference links to Gude's official profiles and key pages.
Bing Copilot	45	WEAK	No fresh-update signal or hidden tags help Bing surface Gude reliably.	Add a fresh-update feed and hidden tags for the company, services, and key pages.

AI Crawler Access

User agent	Platform	Status	Impact	Recommendation
GoogLebot	Google Search + AI Overviews	NO DIRECTIVE	Google can index your content for both classic Search and AI Overviews.	Keep Googlebot allowed; verify Search Console shows clean coverage.
GPTBot[5]	ChatGPT (OpenAI)	ALLOWED	ChatGPT can index your content as a citation source for grounded answers.	Keep GPTBot[5] allowed and surface freshness signals via lastmod / sitemap pings.
Bingbot[6]	Bing + Copilot + ChatGPT Search	NO DIRECTIVE	Bing, Bing Copilot and ChatGPT Search can all see and cite your content.	Keep Bingbot[6] allowed; consider IndexNow for faster freshness propagation.
PerplexityBot[7]	Perplexity	ALLOWED	Perplexity can crawl, cite and link to your content directly in answers.	Keep PerplexityBot[7] allowed; reinforce with brand presence on Reddit and Wikipedia.
Google-Extended[8]	Google Gemini (training)	ALLOWED	Gemini can use your content for training, strengthening long-term entity recognition[9].	Keep Google-Extended[8] allowed; pair with sameAs[10] schema

User agent	Platform	Status	Impact	Recommendation
				for entity-graph reinforcement.
ClaudeBot[11]	Anthropic Claude	ALLOWED	Claude can read and reference your content when answering user questions.	Keep ClaudeBot[11] allowed; ensure semantic structure (headings, FAQ schema[12]) for clean extraction.
Applebot[13]-Extended	Apple Intelligence	ALLOWED	Apple Intelligence can use your content for training Siri and on-device AI features.	Keep Applebot[13]-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

The results mix the official site, Gude Capital, GUDE Systems GmbH, a surname page, Gude Drive, GUDE Music, Gude Goods, GUD Capital, and several people named Gude. The Wikidata match describes a family name, not the infrastructure agency, and there is no Google company info panel. Effort: 2–8h.

Impact: When ChatGPT and similar tools see several unrelated Gude entities, they may answer with GUDE Systems or a surname page instead of the infrastructure agency.

Fix: Publish one consistent company identity block on the website and link it to the official LinkedIn, YouTube, Facebook, founder profile, and gudecapital.com.

CRIT

Wikidata match points to a surname, not the company

The confirmed Wikidata record is labelled "Gude" and described as a family name, with Wikipedia links for the surname and no official website attached. That creates a confusing reference point rather than a clean company record. Effort: 0.5–2h if a valid company record already qualifies.

Impact: Without a clean company reference, AI tools have no reliable public fact record to separate Gude Capital from other people and businesses named Gude.

Fix: Create or improve a company record only if it meets Wikidata rules, and otherwise strengthen the website identity block plus official profile links.

CRIT

No website-declared company identity links found

The site does not appear to publish hidden company tags for Organization, Person, LocalBusiness, or Corporation, and no verified official profile links were found. Add the company name, website, logo, founder, contact details, and official social profiles in hidden tags. Effort: 2–8h.

Impact: AI tools rely on these identity clues to know that gudecapital.com, Gude Capital, and Anthony Gude belong to the same company story.

Fix: Add hidden company tags to the homepage and key profile pages, then connect every official profile back to the same preferred company name and website.

WARN

Platform checks find the name, but often for other Gude entities

Direct platform checks found 5 LinkedIn, 5 YouTube, and 5 Reddit results, but top matches include GUDE Systems GmbH, GUDE Music, Gudi Gude, Gude Goods, a pronunciation thread, and Gude Drive. Use the exact brand form "Gude Capital" more consistently. Effort: 8–24h.

Impact: Broad name matches make it harder for AI tools to learn which profiles and discussions should be associated with your company.

Fix: Rename or update official profiles, bios, video titles, and founder descriptions so they consistently use "Gude Capital" and point to gudecapital.com.

WARN

No relevant recent press for Gude Capital

The news results are recent, but they mostly cover obituaries, local road/place references, sports profiles, and GUDE Systems; none clearly cover the infrastructure origination and development agency. Earned-media outreach is needed. Effort: 24h+.

Impact: Without credible press coverage, ChatGPT and similar tools have little independent proof that Gude Capital is active and worth mentioning in answers.

Fix: Pitch one focused company story to real estate, infrastructure, and development trade outlets, then add the coverage to the site's press page.

Wikidata evidence

Wikidata Q-item[14]	[Q21507288](https://www.wikidata.org/wiki/Q21507288)
Label	Gude
Description	family name
Instance of	Q101352
Wikipedia sitelinks[15]	4
Match confidence	low (name only)

Competitive share-of-voice

Brand	Gude
Our share of voice[24]	50

Competitor share-of-voice

Competitor	Share	Citations
linkedin.com	50	0
medium.com	50	0
radientanalytics.com	50	0
collinsdictionary.com	25	0
crunchbase.com	25	0

Competitive share-of-voice -- findings

WARN Competitors share the brand-query conversation evenly

Your site shows up in 50% of the tracked brand-name searches, but LinkedIn, Medium, and Radiant Analytics each also appear in 50%. That means branded demand is split across multiple third-party pages instead of being centered on your own pages.

Impact: When buyers search your name, they are just as likely to land on outside profiles and articles as on your own site, which weakens control over the story and can crowd out your own message in AI answers.

Fix: Strengthen your entity signals with a clear company profile page, strong About page, and matching reference links so AI tools can tell they are seeing the same Gude.

WARN Definition-style brand question is being answered by a dictionary site

For the query "What does Gude do?", your site is absent while merriam-webster.com ranks first. This is a plain-language question about your company, yet a dictionary page is being used to frame the answer instead of your own explanation.

Impact: That leaves room for confusion about what the company actually does and makes it harder for ChatGPT and similar AI tools to lift a clean, brand-safe summary from your pages.

Fix: Publish a short clear paragraph that answers "What does Gude do?" at the top of your homepage or About page, and support it with Article[4] markup so AI can pull the answer easily.

WARN You are missing the key buyer query for infrastructure origination agencies

For "Best infrastructure origination and development agencies in the US", your site is absent while nga.org ranks first. This is one of the clearest high-intent comparison searches in your category, and none of your pages are visible for it.

Impact: You are losing demand from people already looking for an agency like yours, which means fewer qualified visits, fewer sales conversations, and fewer chances to be named by AI tools in comparison-style answers.

Fix: Build a comparison or alternatives page for infrastructure origination and development agencies, include proof points and examples, and mark it up as a Product-style comparison page with ratings where appropriate.

WARN Brand search is still split across personal and third-party profiles

Across the tracked brand searches, LinkedIn appears in 50%, Medium appears in 50%, and Radient Analytics appears in 50% alongside your own site at 50%. Searchers are seeing several outside references to Gude instead of a single clear company result.

Impact: This split can dilute branded demand and make it harder for AI systems to know which Gude is the official company, especially when personal profiles and reporting pages sit next to your homepage.

Fix: Add sameAs[10] links to the company profile, connect the business to its official reference profiles, and publish a fully filled-out Organization[1] page so AI can resolve the brand confidently.

AI citability[16] -- findings

CRIT Add a direct definition of Gude above the fold

The homepage opens with “From risk to investment-ready” and a concise positioning line, but it never uses a plain “Gude is ...” sentence that an AI tool can lift as a company definition.

Impact: Without a definition opener, assistants may describe the company vaguely or choose a competitor whose homepage answers the question more directly.

Fix: Rewrite the hero to start with “Gude is ...” and follow it with one concrete metric, such as infrastructure domains served, project stage, or capital range.

CRIT Add numbers and dates to prove the investment-readiness claim

The page uses strong claims such as “scalable long-term institutional ownership” and “investors can underwrite it with confidence,” but includes no percentages, counts, dates, deal ranges, timeframes, or named examples.

Impact: AI tools tend to prefer pages with specific facts, so the current copy is less likely to be quoted in answers about infrastructure project origination.

Fix: Add 3–5 specific facts, such as project count, review timeframe, asset size range, approval milestones, or a dated example from recent work.

WARN Turn domain blurbs into standalone answer paragraphs

The Physical, Digital, and Energy Infrastructure sections are short fragments that name categories but do not fully explain what Gude does in each domain without surrounding context.

Impact: Short fragments are harder for AI tools to reuse, which reduces whether ChatGPT and similar AI tools know and mention your company when people ask about your topic.

Fix: Expand each domain into a 50–90 word paragraph that names the domain, defines Gude’s role, and includes one specific constraint or outcome.

WARN Add a clear page description for AI summaries

The homepage has no short behind-the-scenes page summary, so tools that preview or summarise the page must infer the message from body copy instead of using a controlled one-sentence blurb.

Impact: A missing page summary weakens link previews and gives AI tools less reliable text to use when describing the company.

Fix: Add a 120–160 character page summary that states who Gude is, the infrastructure domains it covers, and the investment-readiness outcome.

WARN Use question-led section headings

Headings such as “Domains” and “We own and remove the risk required to make projects investable” are clear to humans, but they do not directly match common questions like “What does Gude Capital do?” or “How does Gude make projects investable?”

Impact: Question-led headings make it easier for AI tools to match your sections to the exact questions investors ask.

Fix: Rename or add sections with headings such as “What does Gude Capital do?” and “How does Gude make infrastructure projects investable?”

E-E-A-T[3] -- findings

CRIT Add a clear company identity block to stop brand mix-ups

The site uses a very short brand name and the wider web mix includes several unrelated "Gude" entities, so AI tools can easily attach the wrong company story to this domain. A clear identity block with the full company name, founder, logo, official profiles, and a short "this is who we are" paragraph would give AI a single reliable reference point. Effort: 2–8h; verify by checking whether the company now appears consistently in ChatGPT, Claude, and Perplexity answers over 60 days.

Impact: Without a single clear identity, AI tools may answer with the wrong Gude company or a surname page instead of this agency.

Fix: Add a visible company identity block on the homepage and About page that repeats the full name, website, founder, logo, and official profile links.

CRIT Publish the missing small file that guides bots

The technical scan says the site does not include the small file that tells bots which pages they may visit, even though all major AI and search crawlers are currently allowed. Adding it helps prevent future access mistakes and gives you a cleaner way to manage bot access. Effort: 0.5–2h; verify by confirming bot fetches in server logs and reduced crawl errors in search console tools.

Impact: Without that file, you have less control over how bots reach and read your pages, which can hurt how often AI systems refresh your content.

Fix: Add a small file on the site that sets crawl rules, then confirm the important pages remain reachable.

CRIT Add hidden company tags to the homepage and profile pages

No hidden company tags were found on the site, so search engines and AI tools get fewer explicit clues about who the company is, what it does, and which official profiles belong together. Adding company and founder tags plus official profile links would make the site easier to understand as one entity. Effort: 2–8h; verify by checking for richer company matching in search results and more consistent AI answers.

Impact: When the site does not declare its company identity clearly, AI tools have more trouble connecting the website, founder, and social profiles into one trusted record.

Fix: Add hidden company tags to the homepage and key profile pages, and connect them to the official social accounts and founder page.

CRIT Create an About page with team, history, and credentials

No About page was provided, and the homepage alone is not enough to show who runs the firm or why it should be trusted. A substantive About page with named people, background, and a short company story would strengthen both expertise and trust. Effort: 8–24h; verify by measuring time on page, branded search clicks, and whether AI answers begin naming the leadership team.

Impact: Without an About page, AI tools have little evidence of the people behind the firm, so they are less likely to treat the site as a reliable source.

Fix: Publish an About page with named leaders, a concise company history, relevant credentials, and links to their official profiles.

WARN Add author names and reviewer labels to insight content

The crawl shows no named author bios or editorial review labels, which makes the content feel corporate but not personally accountable. Adding bylines, short bios, and “reviewed by” labels would improve trust and make the pages easier for AI to attribute. Effort: 2–8h; verify by tracking attributed citations and referral traffic from AI tools over 30 to 60 days.

Impact: Without named authors or reviewers, AI systems have weaker proof that the content comes from qualified people and may prefer better-attributed competitors.

Fix: Add a named byline, a short bio, and a reviewer label to each insight or blog page.

INFO Link visible privacy and terms pages from the footer

The footer shows privacy and terms items, but both appear to point back to the homepage instead of dedicated policy pages. That leaves visitors without a clear place to check policies, which weakens trust. Effort: 2–8h; verify by clicking each footer link and confirming it opens a real policy page.

Impact: If policy links do not lead to actual policy pages, the site looks less transparent and less reliable to both visitors and AI systems.

Fix: Create dedicated privacy and terms pages and update the footer so each link opens the correct policy page.

Platform readiness -- findings

CRIT Brand identity is split across several different Gude entities

The audit shows the results mixing Gude Capital, GUDE Systems GmbH, a surname page, Gude Drive, GUDE Music, Gude Goods, GUD Capital, and multiple people named Gude. The site also has no strong company knowledge panel, so the public record does not cleanly separate this business from other namesakes.

Impact: When AI tools cannot tell which Gude is which, they may answer with the wrong company or skip yours entirely.

Fix: Publish one consistent company identity block on the website and link it to the official profiles that belong to Gude Capital.

CRIT No hidden company tags were found on the site

No Organization or Person block was found anywhere in the audit, and no page carries hidden tags that define the company, its website, logo, founder, or official profiles. That leaves search engines and AI with little machine-readable identity information.

Impact: Without a clear identity block, AI systems have a harder time connecting the site, the brand name, and the people behind it.

Fix: Add hidden company tags to the homepage and key profile pages, then connect them to the official brand profiles.

CRIT The homepage does not open with a plain company definition

The homepage starts with positioning language such as “From risk to investment-ready,” but it does not use a direct sentence like “Gude is ...” that AI can quote as a company definition.

Impact: Without a simple definition, assistants are more likely to describe the business vaguely or choose a competitor with clearer wording.

Fix: Rewrite the hero so it starts with a direct definition of Gude and one concrete proof point.

CRIT The page lacks facts that would make the claim more believable

The copy contains strong claims about investable infrastructure, but it does not include numbers, dates, project counts, deal ranges, or named examples that would let an AI verify the claim quickly.

Impact: AI tools prefer concrete facts, so the current page is less likely to be quoted in answers about this topic.

Fix: Add a few specific facts, such as project count, timeframes, asset-size ranges, or a dated example from recent work.

WARN Domain sections are too short to stand on their own

The Physical, Digital, and Energy Infrastructure sections name categories, but they do not fully explain Gude’s role in each one without the surrounding page context.

Impact: Short fragments are harder for AI to reuse, which lowers the chance that it will mention the company when people ask about the topic.

Fix: Expand each domain into a self-contained paragraph that defines the role, the constraint, and the outcome.

WARN There is no short page description for previews and summaries

The homepage does not provide a concise summary line that a link preview or AI summary tool can reuse, so the message must be inferred from body copy.

Impact: A missing summary gives AI tools less reliable text to use when describing the company.

Fix: Add a short page summary that says who Gude is, what it covers, and the outcome it delivers.

Access files

File	URL	Status	Size
robots.txt[17]	https://www.gudecapital.com/robots.txt[17]	ERROR	2398
llms.txt[18]	https://www.gudecapital.com/llms.txt[18]	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[19] / 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[15] search box and confirms canonical site identity to AI crawlers.
BreadcrumbList	MISSING	Helps AI assistants describe page hierarchy when citing your URLs.
FAQPage[12]	MISSING	Direct AI Overview citation source -- FAQ pages with FAQPage[12] markup are the #1 AI-cited format.
Article[4]	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 an Organization[1] entity block[2] to the homepage

No structured-data block was found anywhere on the site, and the homepage does not carry any page markup at all. This is a 0.5–2 hour fix if you add a single Organization block and verify it in the Schema Markup Validator.

Impact: Without a company entity on the page, AI systems have no reliable way to recognize who runs the site or connect your content to your agency brand.

Fix: Add a server-rendered Organization block[1] on the homepage with your legal name, logo, contact details, and official profiles, then test it in the Schema Markup Validator.

CRIT Add WebSite and page connections with shared IDs

The scan found no site-level entity at all, so there is nothing for page-level markup to connect back to. Building the base graph with Organization, WebSite, and WebPage usually takes 2–8 hours and should be checked in the Rich Results Test.

Impact: Without a top-level site entity and clear page links, AI tools have a harder time tying your homepage content to the agency itself.

Fix: Create a connected base graph with matching IDs for Organization[1], WebSite, WebPage, and BreadcrumbList so the page clearly points back to your brand.

CRIT Add agency service markup for your core offers

This is an agency site, but no service-related markup was found, so the page only says what you are in plain text instead of explaining your offers in a machine-readable way. Adding service markup and checking it in the Schema Markup Validator is typically a 2–8 hour task.

Impact: When your services are not described in a machine-readable way, AI tools have less to work with when deciding whether you are a fit for a search about your niche.

Fix: Add Service[20] blocks for your main agency offers and connect them to the Organization block[1] with clear names, descriptions, and service areas.

WARN

Add author or team attribution to agency content

No person-level markup was found, so the site does not show who created or stands behind the content in a machine-readable format. If you publish case studies or advice, adding a Person block with a few key details is usually a 0.5–2 hour update.

Impact: Clear authorship helps AI systems trust your advice and tie expertise to real people at the agency.

Fix: Add Person[19] markup for founders, strategists, or authors and connect those profiles to the Organization block[1].

INFO

Add breadcrumb markup to help pages connect cleanly

No breadcrumb markup was found, so the site misses a simple navigation clue that helps bots understand page structure. This is usually a 0.5–2 hour cleanup and can be checked in the Rich Results Test.

Impact: Breadcrumbs help AI systems and search results understand how your pages fit together, which can improve how your site is interpreted.

Fix: Add BreadcrumbList markup to key pages and make sure it matches the visible navigation.

llms.txt[18] readiness

Path	Status	Recommendation
/llms.txt[18]	MISSING	Publish a /llms.txt[18] file describing your site for AI assistants. The new artifact step generates a tailored draft you can review and deploy.
/llms-full.txt	MISSING	Optionally publish /llms-full.txt with the actual content of every URL you list -- high-effort but improves AI citation[21] 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 Publish a crawl policy file for bots

No crawl policy file is present, so bots are relying on default discovery rules instead of a clear allow/block policy. A small file on the site that tells bots which pages they are allowed to visit is a quick 0.5–2h fix and can be checked in server logs after release.

Impact: Without a crawl policy, search engines and AI tools have less clear guidance on what they may read, which can create avoidable discovery and indexing problems.

Fix: Add a crawl policy file at the site root with the pages you want accessible, then redeploy and verify access in server logs.

CRIT Add an optional AI summary file

No optional AI summary file is present, so there is no simple page that can help AI tools summarise the site. Creating and linking this file is a 2–8h documentation task, and you can confirm uptake with crawler logs and direct fetch tests.

Impact: For an agency site, this can make it harder for ChatGPT and similar tools to understand your services quickly when people ask about your expertise.

Fix: Create an optional AI summary file with your core pages, service lines, and priority contact pages, then publish it at the site root.

INFO Set up Bing freshness pings

Bing freshness pings are missing, so new or updated pages will not get the fastest possible notice in Bing and Copilot surfaces. This is a 0.5–2h implementation, and you can verify it from Bing webmaster tools after submitting the site key.

Impact: Missing this does not block discovery, but it can slow how quickly Bing and Copilot reflect your newest case studies, service pages, and announcements.

Fix: Add Bing freshness ping support and submit your site key so updates can be sent automatically.

CRIT Add an Organization[1] entity block[2] to the homepage

No structured-data block was found anywhere on the site, and the homepage does not carry any page markup at all. This is a 0.5–2 hour fix if you add a single Organization block and verify it in the Schema Markup Validator.

Impact: Without a company entity on the page, AI systems have no reliable way to recognize who runs the site or connect your content to your agency brand.

Fix: Add a server-rendered Organization block[1] on the homepage with your legal name, logo, contact details, and official profiles, then test it in the Schema Markup Validator.

CRIT Add WebSite and page connections with shared IDs

The scan found no site-level entity at all, so there is nothing for page-level markup to connect back to. Building the base graph with Organization, WebSite, and WebPage usually takes 2–8 hours and should be checked in the Rich Results Test.

Impact: Without a top-level site entity and clear page links, AI tools have a harder time tying your homepage content to the agency itself.

Fix: Create a connected base graph with matching IDs for Organization[1], WebSite, WebPage, and BreadcrumbList so the page clearly points back to your brand.

CRIT Add agency service markup for your core offers

This is an agency site, but no service-related markup was found, so the page only says what you are in plain text instead of explaining your offers in a machine-readable way. Adding service markup and checking it in the Schema Markup Validator is typically a 2–8 hour task.

Impact: When your services are not described in a machine-readable way, AI tools have less to work with when deciding whether you are a fit for a search about your niche.

Fix: Add Service[20] blocks for your main agency offers and connect them to the Organization block[1] with clear names, descriptions, and service areas.

WARN Add author or team attribution to agency content

No person-level markup was found, so the site does not show who created or stands behind the content in a machine-readable format. If you publish case studies or advice, adding a Person block with a few key details is usually a 0.5–2 hour update.

Impact: Clear authorship helps AI systems trust your advice and tie expertise to real people at the agency.

Fix: Add Person[19] markup for founders, strategists, or authors and connect those profiles to the Organization block[1].

INFO**Add breadcrumb markup to help pages connect cleanly**

No breadcrumb markup was found, so the site misses a simple navigation clue that helps bots understand page structure. This is usually a 0.5–2 hour cleanup and can be checked in the Rich Results Test.

Impact: Breadcrumbs help AI systems and search results understand how your pages fit together, which can improve how your site is interpreted.

Fix: Add BreadcrumbList markup to key pages and make sure it matches the visible navigation.

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 quotable investor answers

Effort: low

The page score for how easy it is for AI to pull a clean answer straight from the page is 44/100, with no definition-style wording and a bottom passage scoring only 28/100.

Add proof, trust signals, and founder accountability

Effort: medium

Trust is only 10/100 inside the E-E-A-T[3] review, and the site has no About page, named authors, reviewer labels, or dedicated policy pages.

Capture investor language for risk and investability

Effort: medium

The page has no definition-style wording, no statistical density, and weak specificity at 30/100.

Publish an investor due-diligence checklist

Effort: low

The site has thin educational assets and little independent proof for its investment-readiness positioning.

30 / 60 / 90-day plan

0-30d

WEEK 1

Action	Impact	Effort	Platforms
Rewrite the homepage into quotable investor answers	The page score for how easy it is for AI to pull a clean answer straight from the page is 44/100, with no definition-style wording and a bottom passage scoring only 28/100.	low	Google AI Overviews, ChatGPT Search, Gemini

WEEK 2

Action	Impact	Effort	Platforms
Add proof, trust signals, and founder accountability	Trust is only 10/100 inside the E-E-A-T[3] review, and the site has no About page, named authors, reviewer labels, or dedicated policy pages.	medium	Google AI Overviews, Gemini, Bing Copilot

WEEK 3

Action	Impact	Effort	Platforms
Capture investor language for risk and investability	The page has no definition-style wording, no statistical density, and weak specificity at 30/100.	medium	ChatGPT Search, Perplexity

WEEK 4

Action	Impact	Effort	Platforms
Publish an investor due-diligence checklist	The site has thin educational assets and little independent proof for its investment-readiness positioning.	low	Google AI Overviews, Bing Copilot

31-60d

Action	Impact	Effort	Platforms
Build one definitive infrastructure-investment resource	The topic score is 36/100 and the current page explains the business in fragments rather than covering the full investor question set.	medium	ChatGPT Search, Perplexity, Google AI Overviews
Pitch trade press with a Gude Capital proof story	Brand strength is only 21/100, and news results do not clearly cover Gude Capital's infrastructure origination work.	medium	ChatGPT Search, Perplexity, Gemini

61-90d

Action	Impact	Effort	Platforms
Join infrastructure discussions without pitching	Perplexity readiness is only 36/100, and the current Reddit result is not a relevant discussion about Gude Capital.	medium	Perplexity, ChatGPT Search

Projected business impact

Quick-wins score uplift (30 days)	+23
Full-plan target score	59
Estimated monthly value (low)	EUR 300
Estimated monthly value (high)	EUR 1200

Per-query heatmap

Query	Provider	Mentioned	Position	Sentiment
What is Gude Capital?	openai/gpt-5.3-chat-latest	no	--	missing
What is Gude Capital?	openai/gpt-5.4-mini	no	--	missing
What is Gude Capital?	anthropic/claude-sonnet-4-6	no	--	missing
What is Gude Capital?	gemini/gemini-2.5-flash	yes	--	neutral
What is Gude Capital?	perplexity/sonar	yes	--	neutral
What is Gude Capital?	deepseek/deepseek-chat	yes	--	negative

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

Query	Provider	Mentioned	Position	Sentiment
Best infrastructure origination and development agencies in the US	anthropic/claude-sonnet-4-6	no	--	missing
Best infrastructure origination and development agencies in the US	gemini/gemini-2.5-flash	no	--	missing
Best infrastructure origination and development agencies in the US	perplexity/sonar	no	--	missing
Best infrastructure origination and development agencies in the US	deepseek/deepseek-chat	no	--	missing
Best infrastructure origination and development agencies in the US	minimax/MiniMax-M2.7	no	--	missing
Best infrastructure origination and development agencies in the US	mistral/mistral-large-latest	no	--	missing

Topic coverage

Coverage score	36
Covered topics	4
Gaps	7

Topic gaps and suggestions

Core concepts

Medium

Add a dedicated page that explains what infrastructure origination and development means, who it is for, and how Gude differs from a traditional advisor or developer. A simple overview with definitions and a process graphic would help newcomers quickly understand the service.

Use cases

Medium

Add pages for the main buyer and project scenarios you handle, such as data center land, grid-connected energy assets, or industrial site redevelopment. Show 3–5 real-world examples of how a project moves from a constraint to an investment-ready opportunity.

Implementation

High

Create a detailed 'How we work' page with step-by-step stages, decision points, and deliverables. Include what happens in diligence, permitting, engineering, and handoff, plus any visuals or diagrams that make the process easy to follow.

Comparison

High

Add comparison content that explains when a project should use your model versus a conventional developer, broker, or consultant. A 'when to choose Gude' page would help users and AI systems understand the trade-offs.

Pricing models

High

If pricing is part of the business model, add a page that explains fees, success-based economics, retainers, or ownership structures at a high level. If pricing is not public, explain how engagements are structured and what drives project economics.

Latest trends

Medium

Add an insights page that covers current shifts in infrastructure, such as power constraints, data center growth, interconnection bottlenecks, and institutional demand. Publishing fresh updates with dates will improve how current the site feels to AI systems.

Entity clarity

High

Strengthen the brand identity by adding a clear company description, leadership details, contact information, and links to official profiles. A consistent name, logo, and reference links would help AI tools know exactly which Gude this is.

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

Per-query SERP[25] results

Query	Intent	Your rank	Top competitor
What is Gude Capital?	brand_recognition	1	medium.com
What does Gude do?	description_accuracy	not in top 10	merriam-webster.com
Gude Capital pricing	commercial_intent	3	linkedin.com
Best infrastructure origination and developme...	category_ranking	not in top 10	nga.org

Pages analyzed

Pages discovered	1
Pages crawled	1
Pages failed	0

URLs analyzed (top 1)

URL	Title	Status
https://www.gudecapital.com/	Gude Infrastructure Origination & Development	

Generated artifacts

llms.txt[18]

```
<!-- Generated: 2026-05-25 -->
# Gude Capital
Infrastructure origination and development firm helping institutional investors source,
de-risk, and structure projects for long-term ownership.

> Infrastructure opportunities in physical, digital, and energy sectors.
> Gude resolves technical, commercial, and delivery constraints to make projects
investment-ready.

## Start Here
- [Homepage](https://www.gudecapital.com/): Overview of Gude's infrastructure origination
and development approach.

## Sections
- [Domains](https://www.gudecapital.com/#sectors): Core infrastructure domains, including
physical, digital, and energy infrastructure.
- [Delivery Model](https://www.gudecapital.com/#disposition): How Gude removes
constraints and advances projects toward investability.
- [Disposition](https://www.gudecapital.com/#footer): Footer area with company navigation
and contact context.

## Contact
- [Contact](https://www.gudecapital.com/): Primary contact entry point from the homepage.
- [Investor Login](https://www.gudecapital.com/): Investor access link referenced on the
homepage.
```

robots.txt[17]

```
# Generated robots.txt
# Date: 2026-05-25
# Purpose: Generated from scratch to allow major AI citation crawlers while protecting
common admin and utility paths for an agency site.

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

# AI crawler access for citation / search 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/","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]	Organization	the Schema.org tag that labels who the company behind the site is -- brand name, logo, social profiles
[2]	entity block	a self-contained section on a page that names and describes one entity -- your company, your founder, your product
[3]	E-E-A-T	four quality marks Google and AI tools check on a page: real-world Experience, Expertise, Authoritativeness, Trustworthiness

[4]	Article	the Schema.org tag for an article that lists author, date and headline so AI can attribute quotes correctly
[5]	GPTBot	OpenAI's web crawler that fetches pages for ChatGPT's search and training
[6]	Bingbot	Microsoft Bing's crawler -- its index also feeds Copilot's answers
[7]	PerplexityBot	Perplexity's web crawler that fetches pages for its answer-engine results
[8]	Google-Extended	the special robots.txt token that opts your site OUT of Google's AI training without hurting normal Google search
[9]	entity recognition	the step where AI spots that a chunk of text refers to a real-world brand, person or place
[10]	sameAs	a tag that says "this is the same entity as my Wikipedia / LinkedIn / YouTube profile" so AI knows it is one identity
[11]	ClaudeBot	Anthropic's web crawler that fetches pages for Claude
[12]	FAQPage	the Schema.org tag that labels a page as a list of question-and-answer pairs that AI can quote directly
[13]	Applebot	Apple's web crawler that feeds Spotlight, Siri and Apple Intelligence
[14]	Q-item	a unique Wikidata ID (like Q12345) for a real-world entity -- one of the strongest ways to tell AI which company you are
[15]	sitelinks	the indented sub-links Google shows under your top result for a brand search -- your most important inner pages
[16]	citability	how easy it is for AI to pull a clean answer straight from your page
[17]	robots.txt	a small file on your site that tells bots which pages they are allowed to visit
[18]	llms.txt	an optional file you can add to help AI tools summarise your site
[19]	Person	the Schema.org tag that labels a real person -- author, founder, expert -- so AI tools can tell them apart from namesakes
[20]	Service	the Schema.org tag that labels what a company actually offers -- audits, consulting, support
[21]	AI citation	when an AI names your brand or site in its answer
[22]	AI visibility	whether ChatGPT and similar AI tools know and mention your company when people ask about your topic
[23]	discoverability gap	when Google finds you fine but AI tools like ChatGPT ignore you
[24]	share of voice	how big a slice of the conversation is yours compared to competitors
[25]	SERP	the page of blue links Google shows for a search
[26]	JSON-LD	an invisible JSON block inside the page that tells search engines and AI what the page is about