SAMPLE REPORT Hollowmere is a fictional store with invented answers and figures. The pages are exactly what the free audit sends.

PREPARED FOR
Hollowmere
hollowmerelinen.com · 02.11.2026

FIG. 01 — COVER / HEADLINE

How the machines see *your* store.

A quarterly assessment of how four major AI shopping agents currently discover, describe, and recommend Hollowmere — and what it's costing you.

SUBJECT	AGENTS SURVEYED	QUERIES RUN	ISSUED
Hollowmere	ChatGPT · Perplexity · Gemini · Claude	60	02 November 2026

FIG. 02 — THE AGENT SCORE



DIAGNOSIS

Strong on Perplexity. Absent from Gemini. Losing attribute queries to Northline Sleep Co. because product data is unreadable to agents.

RESOLVABLE · 1 QUARTER

CHAPTER I · HOW THEY SEE YOU

Two of four agents put you *first*.

We asked 4 AI shopping agents 60 real category questions. Hollowmere was named in 22 of them — the rest went to competitors.

The single most important number on this page is a zero.

Agent-referred commerce traffic grew forty-seven fold in 2025. Four systems now field the majority of shopping questions Americans ask of an AI — ChatGPT, Claude, Gemini, and Perplexity. Whether your brand is named in their answers has become a foundational distribution question.

Where Hollowmere wins, it wins handsomely. Where it loses, it loses not to better brands but to better-labelled ones.

ChatGPT

8 / 15 queries

Consistent. Named in 53% of queries. Northline Sleep Co. occasionally outranks on attribute-led searches.

53%

Perplexity

10 / 15 queries

Consistent. Named in 67% of queries. Northline Sleep Co. occasionally outranks on attribute-led searches.

67%

Gemini

0 / 15 queries

Invisible. Zero appearances in 15 relevant Gemini searches — a meaningful missed opportunity.

0%

Claude

4 / 15 queries

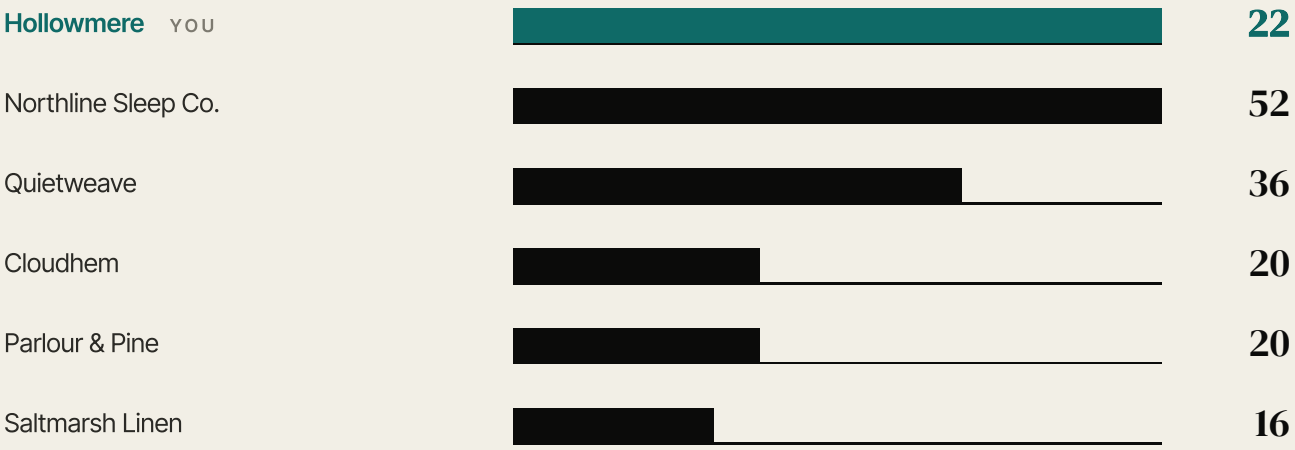
Under-represented. Appears in only 27% of queries; competitors dominate the category answer set.

27%

CHAPTER II · THE ROOM YOU'RE IN

Who else is in the *conversation*.

Across 60 queries on four platforms, the brands below dominated the returned recommendations. Here is how often each appeared.



CHAPTER III · LOST QUERIES

What they *heard* instead.

QUERY 01 · GEMINI

• NOT MENTIONED

"OEKO-TEX certified organic cotton percale sheets"

AI RECOMMENDED

- Quietweave
- Cloudhem
- Parlour & Pine

WHY YOU LOST

Gemini named brands that state OEKO-TEX certification on their product pages. Hollowmere's certificate is only an image on its About page.

QUERY 02 · CHATGPT

• NOT MENTIONED

"stonewashed linen sheets with deep pockets for a king mattress"

AI RECOMMENDED

- Northline Sleep Co.
- Quietweave
- Saltmarsh Linen

WHY YOU LOST

ChatGPT picked sets that list pocket depth in text. Hollowmere's king sets fit mattresses up to 17 in, but only a size-chart image says so.

CHAPTER IV · THE GAP

Eight rows, six *signals*, one gap.

Each row below is a single piece of structured data an agent looks for. Your store either publishes it, or it does not.

SIGNAL	HOLLOWMERE	NORTHLINE SLEEP CO.	QUIETWEAVE
Product schema	● YES	● YES	● YES
Schema completeness	45%	88%	71%
Customer reviews exposed	● NO	● YES	● YES
Breadcrumbs	● YES	● YES	● NO
FAQ schema	● NO	● YES	● NO
Attribute completeness	52%	81%	64%
Google Shopping	● YES	● YES	● YES
UCP endpoint	● NO	● YES	● NO

You publish 3 of six key signals. Closing the gap is the single highest-leverage move available to you this quarter.

CHAPTER V · ACTIONS IN ORDER

Five moves, priority *ranked*.

01 **Add structured product data to all pages.**
Agents will finally be able to match specific shopper needs — material, size, certifications — to...
`Product schema + GTIN/UPC, all PDPs`
SCORE · REVENUE
+15–18 pts
$1,157 – $9,406 / mo

02 **Surface customer reviews to AI.**
Ratings and review content are the strongest conversion signal you own. Competitors' reviews appear in...
`Review + AggregateRating schema, all PDPs`
SCORE · REVENUE
+12–15 pts
$964 – $7,838 / mo

03 **Harden Gemini discoverability.**
You're on the feed; now tighten title copy and attribute alignment so Gemini consistently surfaces you...
`Feed QA: titles, gtin, product_type`
SCORE · REVENUE
+4–7 pts
$771 – $6,271 / mo

04 **Extend brand schema with proof points.**
Your Organization schema exists; enrich it with awards, certifications and leadership bios so agents can...
`Expand Organization schema`
SCORE · REVENUE
+3–5 pts
$578 – $4,703 / mo

05 **Configure AI bot access.**
Take control of how AI platforms access your content. Proper bot management improves indexing quality...
`robots.txt · GPTBot · ClaudeBot · PerplexityBot`
SCORE · REVENUE
+3–5 pts
$386 – $3,135 / mo

CHAPTER VI · THE OPPORTUNITY

What it's *worth*.

Modelled against comparable merchants in your category, once the five actions on the previous page are implemented.

INCREMENTAL AI-REFERRED REVENUE · PER MONTH

$3,856 — *$31,354*

The range reflects the spread between conservative and optimistic implementations. The midpoint — roughly $17,605 per month — is typical for a merchant of your size closing a comparable data gap.

i. Fix the quick wins.

WEEKS 1 – 2

Implement the top two actions — product data and reviews. These alone are worth $2,121 – $17,245 per month and require no new content.

ii. Track the re-crawl.

WEEKS 2 – 4

Agents re-crawl your data; visibility compounds. Expect an additional $1,157 – $9,406 per month to materialize as the index rebuilds.

iii. Stay ahead.

ONGOING

LayerTen continuously optimizes, monitors competitors, and captures the full $3,856 – $31,354 per month as protocols evolve.

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About this sample. Hollowmere, hollowmerelinen.com and every other brand named here are fictional, as are the answers and figures. Any resemblance to a real business is coincidental. Get the report for your own store at layerten.ai.