

# LumusIQ

Helping enterprise brands show up where AI buying decisions are now being shaped.

LumusIQ is a consultancy-grade, structured programme that improves how your brand is **discovered**, **trusted** and **recommended** across AI-led search and generative engines, without ripping out your existing marketing strategy.

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## What LumusIQ is

LumusIQ helps enterprise organisations build a credible, consistent presence in AI-led buying journeys, aligning content, infrastructure and go-to-market activity to how decisions are now being made.

It's designed for brands operating in:

- Complex sales cycles
- Trust-based decision-making
- Multiple stakeholders
- High-value, high-consideration categories

## Who it's for

Built for enterprise brands that can't afford to be invisible.



LumusIQ is for organisations that:

- **Compete in crowded markets** where trust is everything
- Need to **protect brand authority** across fragmented channels
- **Want measurable visibility improvement** (not just "more content")
- Need a **clear roadmap** and a **partner** to implement it

# Two phases. One connected journey.

Each phase can stand alone, but LumusIQ delivers the most value end-to-end.

## 1 Audit and recommendations

A complete review of your current AI visibility, showing how easily your brand can be discovered, trusted and cited.

You'll receive:

- A clear **LumusIQ score**
- **Competitor comparisons**
- **A prioritised action plan to improve visibility across your site and priority topics**

This identifies gaps, duplication and underperformance.

**Outcome:** a clear view of where you're missing out and what will move the needle fastest.


## 2 Activation and reporting

We implement the recommendations that strengthen your foundations for AI discovery, then activate a structured programme to increase visibility over time.

Ongoing reporting tracks:

- What's **improving**
- Where you're gaining **traction**
- What to **optimise next** across your chosen topic areas

**Outcome:** measurable progress, continuously improved.



## What we assess (Audit areas)

Your **Generative Readiness**, across the signals AI engines rely on.

LumusIQ benchmarks your brand across five critical areas:

- 1 Generative AI referrals**  
Are you being cited in AI-generated responses across engines like ChatGPT, Claude, Gemini and Perplexity?
- 2 Technical crawlability and rendering**  
Can generative systems easily access, interpret and index your content?
- 3 Search and content health**  
Are you discoverable for category-level, non-branded, high-intent queries?
- 4 Accessibility and metadata**  
Is your site structured for clarity, speed and summarisation?
- 5 AI/MarTech signals and authority**  
Do you provide the trust signals AI engines rely on to recommend you?

# What we do (Activation pillars)

From insights



implementation



continuous optimisation

## A Infrastructure optimisation

**We implement the priority technical and structural improvements needed to make your website and published content easier for AI engines to crawl, interpret and confidently recommend.**

What we do:

- Fix crawlability, indexing and accessibility barriers
- Improve site speed, rendering and mobile performance
- Optimise site structure (navigation, internal linking and page hierarchy)
- Strengthen technical foundations that improve clarity and summarisation
- Optimise priority pages for AI readability (headings, formatting, structure, clarity)
- Optimise new and existing content assets so they're easier for AI systems to summarise, cite and surface
  - Clearer structure and scannability
  - Prompt-aligned headings and sections
  - Stronger definitions and "answer-first" content blocks

## B GEO visibility programme

**We activate a programme that builds authority in your chosen topic areas and strengthens recommendation signals.**

This includes:

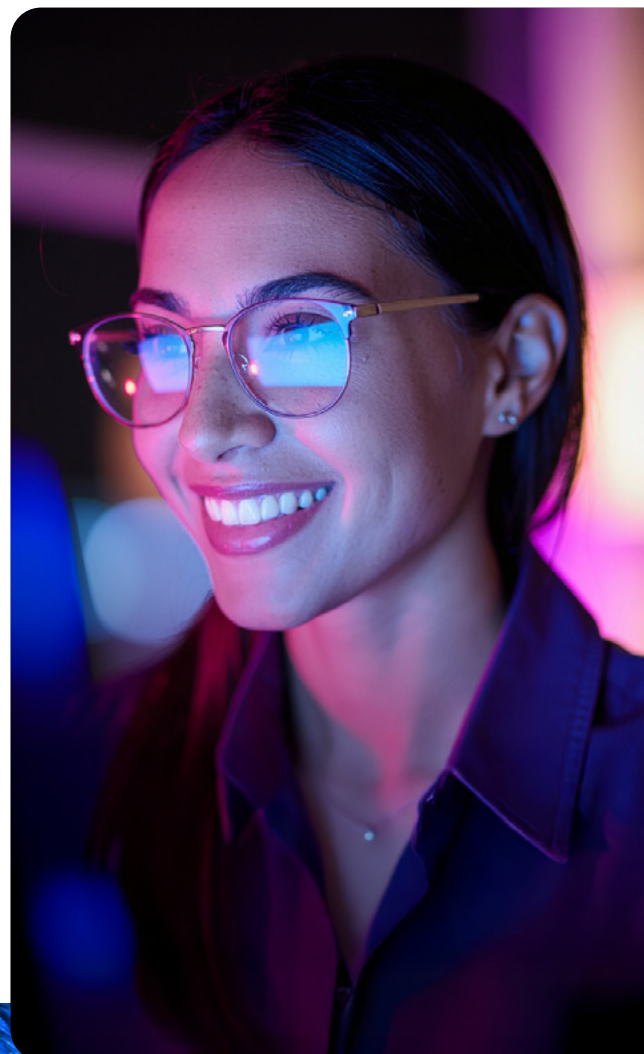
- Prioritised topic and prompt strategy
- Content designed to be cited and recommended
- Authority-building assets aligned to how AI summarises trust
- Channel plan that reinforces discoverability

## C Reporting and optimisation

**We track visibility progress across target prompts and topics, then refine what we optimise next based on results.**

You'll see:

- What's working
- What's shifting
- Where to double down
- What to improve next



## What success looks like

**A faster, cleaner, more accessible website  
– and a stronger presence in AI-led discover.**

The outcome is a more “AI-readable”  
brand experience:

- Clearer content structure and narratives
- Stronger trust and authority signals
- Improved discoverability across both traditional search and AI-led journeys
- A roadmap your team can actually execute

## The Gilroy advantage

**Gilroy has always focused on strategic, trust-led marketing. We understand how decision-makers evaluate complex solutions and what influences reputation in a high-value B2B context.**

LumusIQ combines:

- Data and strategy
- Technical excellence
- Creative execution
- Measurable, sustainable outcomes



## Want to see how you rank?

Apply for your [GEO Scoring Report](#) to get a clear score out of 100,  
plus practical guidance on what to do next.

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