



YOUR WEBSITE CAN PASS EVERY TEST YOU KNOW AND STILL FAIL AI.

It can look perfect to human visitors.
But AI and search systems may be failing
to retrieve it, or may see a fragmented
business identity.

AI Search Result

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Yes, a business website can look completely normal to human visitors while AI and search crawlers intermittently fail to load it.

This can happen due to CDN, security, server or network issues, meaning a site may appear healthy to people while AI crawlers fail to retrieve its content.

Source: AI Overview | 7 Sep 2026

REAL
ANSWERS
START
WITH A
CLEARER
VIEW.

AI search results confirm the blind spots. We built the engineering systems to measure them.



AI OBSERVATORY

Verified AI and search
crawler retrieval monitoring
at the Cloudflare edge.



SCHEMA GORILLA

Whole-site entity graph
and structured data
analysis.



AI IDENTITY DIAGNOSTIC

Actionable direction
to fix what's holding
you back.



AI BABY GORILLA

FREE ONE-PAGE CHECKER

See how AI sees your website.

BEFORE YOU BELIEVE US,
TEST A PAGE OF YOUR WEBSITE YOURSELF.

CHECK MY WEBSITE FREE →

What Google Confirms About AI Visibility Blind Spots

These are not opinions — they are real AI search results from Google, shown here to help business owners understand what AI systems can and cannot determine from a website.

1

A Website Can Look Healthy While Machines Fail to Retrieve It

AI SEARCH RESULT

Can a business website appear healthy to human visitors while AI crawlers fail to retrieve it?

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Yes, a business website can look completely normal to human visitors while AI and search crawlers intermittently fail to load it.

This can happen due to CDN, security, server or network issues, meaning a site may appear healthy to people while AI crawlers fail to retrieve its content.

Google confirms that a website can work perfectly for human visitors while AI and search crawlers intermittently fail to retrieve it due to CDN, security, server or network issues.

2

Valid Schema Can Still Be Fragmented or Conflicting

AI SEARCH RESULT

Can a website have technically valid schema on individual pages but still present a fragmented or conflicting business identity?

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Yes, a website can easily pass individual page-level schema validation while presenting a fragmented, conflicting business identity to search engines and AI systems across the site as a whole.

Standard diagnostic tools may validate code blocks on single pages, but they do not analyse the global structure or entity relationships across the entire site.

Google confirms that page-level schema validation does not guarantee a coherent business identity across the whole site. Conflicting data, duplicate identifiers and broken relationships can fragment how AI systems understand your business.

3

Mention Trackers Don't Measure the Underlying Reasons

AI SEARCH RESULT

Do AI visibility tools that track brand mentions or citations tell a business whether AI crawlers can actually retrieve its website?

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No, standard AI visibility tools that track mentions or citations do not typically tell a business whether AI crawlers can retrieve its website or if its whole-site entity structure is coherent.

These tools focus on the outputs of AI models rather than the technical reasons for low visibility, such as retrieval issues or fragmented structured data.

Google explains that tools which track mentions or citations measure AI outputs, not whether crawlers can access your site or whether your whole-site entity structure is coherent.

Different Layers. Different Questions. All of Them Matter.

AI visibility is not just about being mentioned. It also depends on whether machines can reach your website and whether your business information forms a clear, consistent identity.



RETRIEVAL

Can AI and search crawlers actually reach and read your site?

- Server and CDN performance
- Uptime and response stability
- Crawler access and bot handling
- Verified machine retrieval evidence



ENTITY STRUCTURE

Does your business information form one clear, consistent identity?

- Whole-site schema analysis
- Entity relationships and context
- Duplicate or conflicting identifiers
- Broken or missing connections



VISIBILITY

How often is your business mentioned or cited by AI systems?

- Mentions and citations in AI outputs
- Brand perception and context
- Market and competitor comparison
- Useful for tracking progress, not for diagnosing technical causes



AI BABY GORILLA FREE ONE-PAGE CHECKER

See whether your website makes sense to machines.

Quick. Free. No obligation.

Before you invest time or money, get a real indication of how well your website's structured data connects.

CHECK MY WEBSITE FREE →

THE SOLUTION — LAYER 1

AI OBSERVATORY

Can machines actually retrieve your website?

AI Observatory is a Cloudflare edge monitoring system that measures real AI and search crawler retrieval of your website — without adding tracking scripts, without slowing your site, and without relying on guesswork.



MEASURE
WHAT
MATTERS.

AI OBSERVATORY — LIVE RETRIEVAL EVIDENCE

Last 24 hours (rolling)

Total Requests

4,892

↑ 12%

Verified AI & Search Crawlers

1,173

↑ 18%

Successful Retrievals

71.6%

Failed Retrievals (5xx)

28.4%

Crawler	Requests	Success Rate
 Googlebot	412	78.6%
 Bingbot	201	74.1%
 ChatGPT-User	187	72.7%
 GPTBot	98	69.4%
 ClaudeBot	76	68.4%
 PerplexityBot	64	71.9%
 Applebot	53	75.5%
 GrokBot	41	63.4%
 Other Verified	41	70.7%



VERIFIED CRAWLERS ONLY

Confirms crawler identity using reverse DNS and cryptographic checks. Filters out spoofed and unverified traffic.



REAL RETRIEVAL EVIDENCE

Measures actual access and response success, not just uptime or availability.



CLOUDFLARE EDGE

Runs at the network edge with zero impact on your website's performance or Core Web Vitals.



CONTINUOUS MONITORING

24/7 measurement with rolling data, trend analysis and historical records.



CLEAR REPORTS

See who is reaching your site, how often, and whether they are successfully retrieving your business information.

A website can look perfect to human visitors while AI and search crawlers are repeatedly failing to retrieve it.

Google AI Overview (7 Sep 2026)

That is why machine retrieval has to be measured, not assumed. AI Observatory gives you the evidence.



SEE THE REAL PICTURE
BEFORE YOU LOSE OPPORTUNITIES

If AI and search systems cannot reliably retrieve your website, your business may be absent, under-represented or misunderstood in their results. AI Observatory shows you what is really happening.



Start with
AI BABY GORILLA

Run a free one-page check to see whether your website makes sense to machines.

CHECK MY WEBSITE FREE →

THE SOLUTION — LAYER 2

SCHEMA GORILLA

Does your whole site resolve into one coherent business?

Schema Gorilla analyses your entire website, not just individual pages, to reconstruct how your business information connects. It builds a complete entity graph, revealing fragmented identities, duplicate entities and missing relationships that ordinary page-level validators can't see.

CONNECT
YOUR
BUSINESS
STORY.

BEFORE — FRAGMENTED IDENTITY

Typical structure found on many business websites.
Valid schema, but disconnected.



AFTER — A CONNECTED ENTITY GRAPH

Your business information working together as one coherent and consistent identity.



- Multiple or conflicting business identities
- Important connections missing
- Information fragmented across pages
- Harder for AI systems to understand your business



- Single, consistent business identity
- All key entities and relationships connected
- Clearer context for AI and search systems
- Greater chance of accurate visibility and attribution



WHOLE-SITE ANALYSIS
Examines every eligible page and structured data block across your entire website.



DETAILED ENTITY GRAPH
Shows exactly how your information connects — and where it doesn't.



ACTIONABLE INSIGHTS
Identifies duplicates, conflicts and missing relationships so you can fix what matters.

Page-level schema validation does not guarantee a clear and consistent business identity across the whole site.

Google AI Overview (7 Sep 2026)

AI systems work with the relationships between your information, not just isolated schema blocks. Schema Gorilla shows you the complete picture.



AI BABY GORILLA
FREE ONE-PAGE CHECKER

Start with a free check.
See whether your website makes sense to machines.

CHECK MY WEBSITE FREE →

THE SOLUTION — LAYER 3

AI IDENTITY DIAGNOSTIC

Turn evidence into clear direction.

The AI Identity Diagnostic interprets the findings from AI Observatory and Schema Gorilla to show what's holding your AI visibility back — and exactly where to focus your efforts.



CLEARER
INSIGHTS.
STRONGER
PRESENCE.

1. MEASURE

AI OBSERVATORY



Can AI and search crawlers actually retrieve your site?

Verified machine retrieval data from the Cloudflare edge.

2. ANALYSE

SCHEMA GORILLA



Does your website form one coherent business identity?

Whole-site entity graph and structured data analysis.

3. DIAGNOSE

AI IDENTITY DIAGNOSTIC



What needs to be fixed, and in what order?

Clear, actionable direction based on real evidence.

DIAGNOSTIC REPORT — EXAMPLE OUTPUT

AI IDENTITY SCORE



KEY FINDINGS

- Duplicate business names
3 variations detected
- Fragmented Person entities
Multiple identities for key people
- Missing relationships
Services not clearly connected
- Inconsistent contact information
Address and phone variations
- Under-represented services
Key services missing from structured data

PRIORITISED ACTION PLAN

- Consolidate business identity
Use a single, consistent legal name, URL and contact details.
- Resolve duplicate Person entities
Merge fragmented profiles and identifiers.
- Strengthen service relationships
Clearly connect services, offers and locations.
- Add missing structured data
Implement recommended schema types.
- Verify improvements
Run a fresh analysis to confirm the fixes.



PRIORITY FOCUS

Shows exactly what to fix first for the greatest impact.



PRACTICAL STEPS

Clear recommendations based on your actual site data.



MEASURABLE PROGRESS

Verify improvements with a fresh analysis.



BUILT FOR REAL WEBSITES

Designed for business sites, not theoretical models.

AI visibility depends on clear, consistent business identity across your entire website, not just isolated schema blocks.

Google AI Overview (7 Sep 2026)

The Diagnostic turns complex evidence into practical action so your business can be more clearly understood by AI and search systems.



AI BABY GORILLA
FREE ONE-PAGE CHECKER

Start with a free check.

See whether your website makes sense to machines.

CHECK MY WEBSITE FREE →

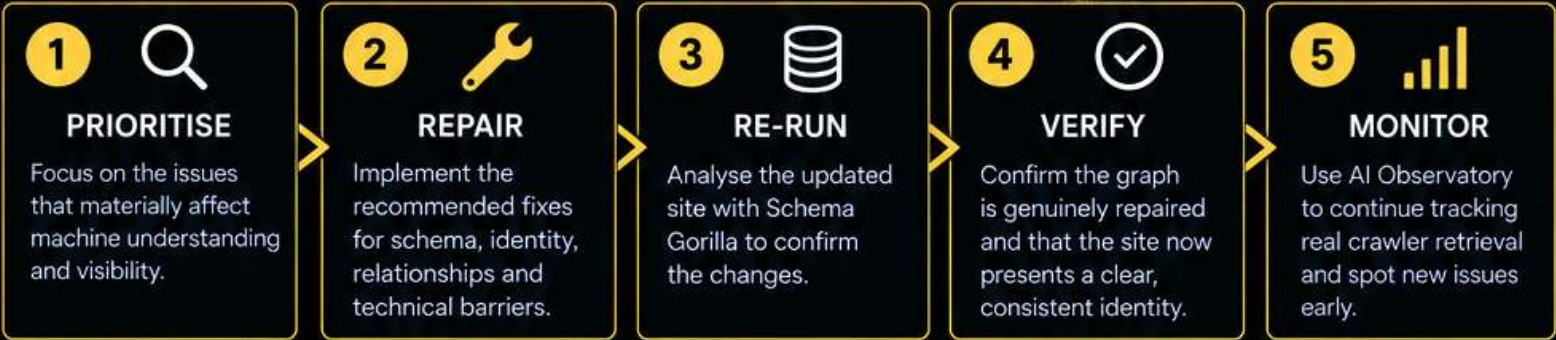
THE SOLUTION — LAYER 4

FIND IT. FIX IT.
PROVE IT.

From evidence to real-world results.

We don't hand you a score and disappear. We help you fix what matters, re-run the analysis and verify the improvements, so your business is clearly understood by AI and search systems.

MEASURE.
ANALYSE.
DIAGNOSE.
REPAIR.
VERIFY.



REAL-WORLD EXAMPLE — OUR OWN WEBSITE

WE EVEN CAUGHT OUR OWN MISTAKES.

We ran our live production site through the full process — and it found genuine issues.



🎯

PRACTICAL OUTCOMES

Fix what actually matters for AI visibility.

⚙️

ENGINEERING LED

Real technical expertise, not generic advice.

||||

MEASURABLE IMPROVEMENTS

Before, after and ongoing evidence.

👥

SUITABLE FOR ANY BUSINESS

From small business websites to complex e-commerce sites.



AI BABY GORILLA
FREE ONE-PAGE CHECKER

See whether your website makes sense to machines before you invest time or money.

CHECK MY WEBSITE FREE ➔

LET'S GET STARTED

TURN AI VISIBILITY INTO A REAL ADVANTAGE

Practical tools. Clear insights. Measurable results.

Whether you start with a free check or a complete analysis and remediation program, we'll help you understand where you stand, what to fix, and how to make your business more visible to AI and search systems.

AUSTRALIAN
BUSINESSES.
A MORE VISIBLE
TOMORROW.

WHO THIS IS FOR

Any business that wants to be found, understood and correctly represented by AI and search systems.



Established businesses

Ensure your online presence accurately reflects your brand, services and expertise.



Growing businesses

Identify and fix issues that may be limiting your visibility and opportunities.



E-commerce and product businesses

Help AI systems correctly understand your products, categories and business identity.



Agencies and developers

Use our tools and expertise to deliver better outcomes for your clients.

HOW TO ENGAGE

Choose the starting point that suits you.

- 1 Start with a free check**
Run your homepage through AI Baby Gorilla.
- 2 Review the results**
See a clear, visual summary of your schema structure.
- 3 Discuss next steps**
Talk to us about a deeper analysis or remediation if required.
- 4 Implement and verify**
We help you fix the issues and confirm the improvements.
- 5 Ongoing monitoring (optional)**
Use AI Observatory to track real crawler retrieval over time.

INDICATIVE PRICING (AUD)

No compulsory bundle. Start where you need.

AI Baby Gorilla **FREE**
One yoge schema checker.
Instant results. No signup. →

AI Observatory **\$199 / month**
Live AI and search crawler
retrieval monitoring. Includes
setup and configuration. →

Schema Gorilla **From \$1,999**
Whole-site entity graph analysis
and comprehensive report. →

AI Identity Diagnostic **From \$999**
Expert interpretation, prioritised
action plan and technical guidance. →

Custom packages and implementation available.
All prices are indicative and may vary depending
on site size and complexity.

WHY WORK WITH SYDNEY BUSINESS WEB?



Engineering-led
approach



Real data,
not guesswork



Practical,
actionable insights



Australian-based
and independent



Focused on
measurable results

“These tools have given us a clear view of how our business presents to AI systems and what we need to improve.”
Australian business owner

TAKE THE FIRST STEP

TRY AI BABY GORILLA FREE

See whether your website makes sense to machines.

CHECK MY WEBSITE FREE →

No signup. No obligation.



PREFER TO TALK?

We're happy to discuss your website
and business goals.

CONTACT US →



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SYDNEY BUSINESS WEB
AI VISIBILITY ENGINEERING

REAL EVIDENCE. PRACTICAL SOLUTIONS.
BRIGHTER OPPORTUNITIES.