

PORTFOLIO PIECE - 2026

I built an AI search visibility service for small businesses.

AI Visible is a practical consultancy and audit workflow for helping UK SMBs become easier for Google AI Overviews, ChatGPT, Perplexity and traditional search systems to understand, verify and cite.

1

Live service brand

100

Point audit model

3

Core fixes: schema, content, tech

1

Person build

Why I built it

Search is moving from a list of links to generated answers. Small businesses are not ready for that shift. Many have thin pages, unclear entity signals, missing schema, weak local proof and no idea how AI systems are interpreting them.

I built AI Visible to turn that problem into a simple offer: audit what the site currently tells machines, identify the gaps, fix the obvious issues first, and explain the work in language a normal business owner can understand.

Why this case study exists

I wanted a public example of how I think, build and position a service in a new market. AI Visible is not just a website. It is a productised workflow: lead capture, site review, structured reporting, schema recommendations, implementation pathways and client-friendly explanations.

The decisions that mattered

AI tools can generate content. That is not the hard part. The hard part is deciding what a small business actually needs, what not to promise, and how to turn technical work into trust.

Position around clarity, not magic

I avoided the lazy promise of guaranteed AI rankings. The service focuses on improving clarity, evidence and crawlable signals.

Make the first step low-friction

The free snapshot audit gives prospects a tangible starting point before asking them to commit to deeper implementation work.

Schema as proof, not decoration

JSON-LD is treated as a structured explanation of the business: who it is, what it does, where it serves and why it is credible.

Human review stays in the loop

AI accelerates discovery and drafting, but factual claims, client details and recommendations need human judgement before delivery.

Local service businesses first

Plumbers, clinics, trades and local specialists have a clear pain point: being chosen when people ask AI for nearby recommendations.

Build the funnel as a system

The site, audit form, reports, schema templates and implementation notes are designed to work together, not as disconnected assets.

How I work

The workflow is deliberately simple: find the gap, explain the risk, fix the high-value signals first, then build evidence over time.

1

Capture the business context.

Website, sector, service area, competitors and the kind of queries the business wants to be found for.

2

Audit what machines can see.

Titles, metadata, content depth, schema, local signals, sitemap, robots, AI crawler access and shareability.

3

Prioritise what actually moves the needle.

Critical schema, entity clarity, content expansion, technical hygiene and local proof before cosmetic distractions.

4

Turn findings into client language.

No SEO fog machine. The report explains what is missing, why it matters and what to do next.

5

Implement with review gates.

Schema, copy, metadata and technical changes are templated where sensible, but reviewed before they go live.

What this says about me: I can use LLMs to build a commercial workflow, not just generate words. The value is in the framing, the judgement, the structure and the ability to turn a vague new market into something a client can buy.

The stack and workflow choices

The tools were picked for speed, transparency and maintainability. No enterprise theatre. Just enough structure to ship and improve.

Choice	Why I picked it
Static HTML/CSS site	Fast, cheap, reliable and easy to iterate while the offer is still being sharpened.
JSON-LD schema templates	Reusable structured data patterns for Organization, LocalBusiness, Person, WebPage, FAQ and service pages.
GTM + GA4	Measurement, conversion events and future consent-aware tracking without hardcoding every change.
Apps Script + Sheets	A lightweight lead capture and internal workflow layer before the full backend needs to exist.
Headless browser auditing	Rendered-page checks catch what raw HTML misses, including JS-injected tags and schema.
HTML/PDF reporting	Readable client deliverables that can be shared, archived and sold as proof of work.
LLM-assisted drafting	Used for speed and structure, with human review for factual claims and recommendations.

What I am looking for

Freelance projects where AI fluency, product judgement and practical build ability matter more than a job title. Internal tools, landing pages, AI workflows, content systems, schema implementation and messy digital problems that need turning into something usable.

Example report output

AI VISIBLE V2 POST-FIX AUDIT

The showcase example is based on the provided AI Visible post-fix SEO audit report, not a mock dashboard. It demonstrates the report style, scoring logic, change tracking and client-readable action planning used in the AI Visible workflow.

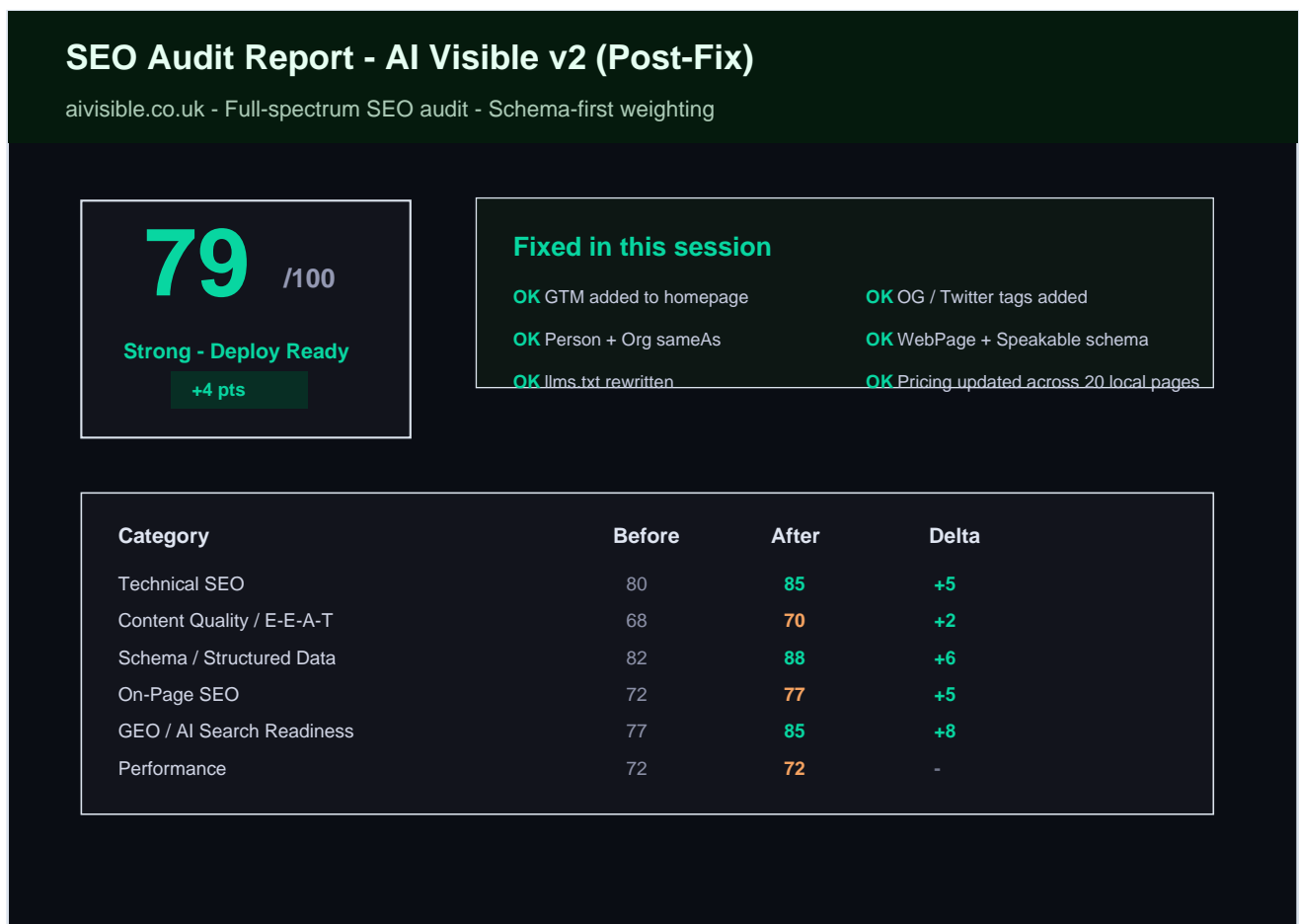


Fig. 1 - Real post-fix audit report preview

What the report proves

SCORING, FIXES AND NEXT ACTIONS

The example report is useful as a portfolio asset because it shows the full client loop: baseline score, implementation changes, category deltas, remaining blockers and a prioritised action plan.

Score movement

The report shows movement from roughly 75 to 79/100, with the after score calculated as 79.2/100 from weighted category scores.

Traceable fixes

Each score gain is connected to a visible intervention: GTM, OG tags, schema sameAs, WebPage + Speakable markup, llms.txt and pricing updates.

Open issues are not hidden

The report still calls out performance, content depth, missing og:image, sitemap/blog hub, deployment status, security headers and AggregateRating concerns.

Action plan is operational

The table separates done items from open tasks and labels impact, effort and status, so it is useful after the sales call rather than just pretty on delivery day.

Portfolio angle: this is not just an audit design. It demonstrates practical LLM-assisted workflow design - finding issues, applying changes, measuring the delta, then turning that into a structured client-ready report.

From fixes to roadmap

DONE VS OPEN ISSUES

The example report separates completed technical work from remaining work, which is the difference between a one-off PDF and a useful delivery system.

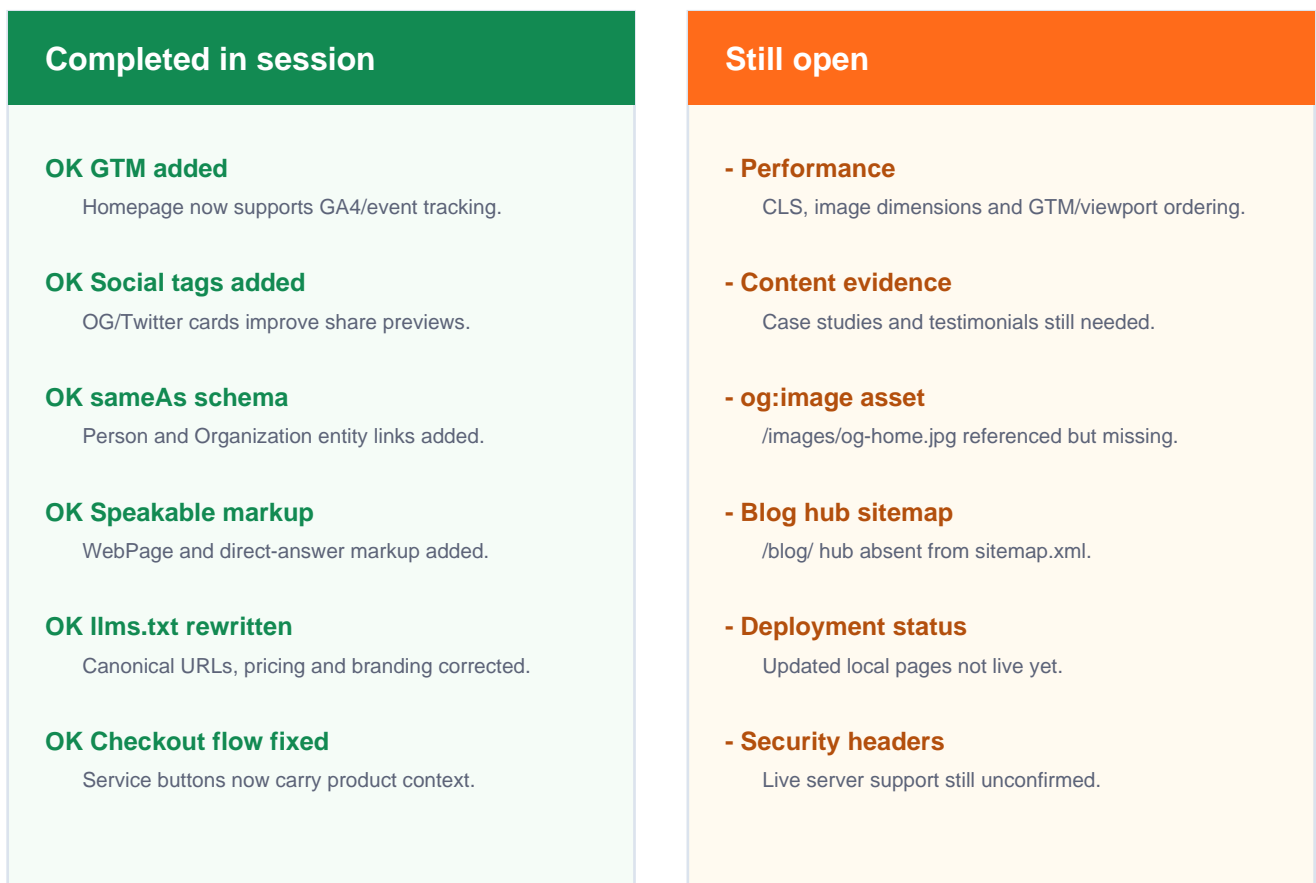


Fig. 2 - Delivery board extracted from the real report

What AI Visible proves

LIVE SERVICE - REAL REPORT - PORTFOLIO PROOF

AI Visible shows that I can take an emerging technical shift, turn it into a practical client offer, build the assets around it and deliver a report workflow that makes technical changes understandable.

Commercial framing

Low-friction entry offer, clear implementation path and pricing that makes sense for small businesses.

Technical judgement

Schema, metadata, crawlability, local signals, llms.txt and reporting treated as one connected visibility system.

LLM fluency

AI used as a build partner for research, drafting, auditing, reporting and iteration - with human responsibility retained.

Portfolio value

A live example of the work I want more of: practical AI, useful web systems, clear reporting and fast execution.

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