

NEXUSOX RESEARCH

2026 Q2 AI Visibility Benchmark

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Q2 2026 Foundational Benchmark — based on publicly documented sources, transparent test methodology, and clearly labeled simulated or demonstration datasets. This edition does not represent independently verified survey results, customer performance data, or measured market samples.

Executive Summary

This benchmark evaluates whether a business's public web presence gives AI systems and search engines the information needed to identify, describe, and cite it accurately.

It measures public information clarity, not placement: NexusOX has no access to proprietary AI-model citation logic or ranking systems, and this report does not claim otherwise.

The Q2 2026 foundational edition uses a demonstration dataset to establish the measured categories; a future verified edition will use NexusOX scanner data from consenting sites.

Key Findings

- In the modeled dataset, basic identity information (who the business is, what it offers, where it is) scores higher than machine-readability signals like structured data and citation-ready pages.
- Structured data and citation-ready pages are the lowest-scoring categories modeled, consistent with the general pattern that AI-readability signals lag basic human-readable content.
- Consistent entity information (the same name, address, and description appearing the same way across a business's own pages) scores in the middle of the range, suggesting internal consistency is a common, fixable gap.

Charts and Tables

Composite index (modeled): 47 / 100

Category	Score	Bar	Dataset
Clear business identity	66		Modeled estimate
Clear services described	61		Modeled estimate
Location information present	57		Modeled estimate
About information present	63		Modeled estimate
FAQ coverage	31		Modeled estimate
Structured data present	28		Modeled estimate
Crawlable content	74		Modeled estimate

Consistent entity information	42		Modeled estimate
Third-party mentions	25		Modeled estimate
Citation-ready pages	19		Modeled estimate
Content freshness	39		Modeled estimate
Public policies present	55		Modeled estimate

Methodology

Clear business identity / services / location / about

Recorded present if a visitor (or automated reader) can state, from the homepage and About page alone, who the business is, what it does, and where it operates.

FAQ coverage

Recorded based on the presence of direct question-and-answer content addressing common buyer questions.

Structured data

Recorded based on the presence and basic validity of schema.org markup (Organization, LocalBusiness, FAQPage, or equivalent).

Crawlable content

Recorded based on robots.txt and sitemap accessibility and the absence of blocking directives on core pages.

Consistent entity information

Recorded by comparing name, address, and description across a sample of the business's own public pages for exact or near-exact consistency.

Third-party mentions / citation-ready pages

Recorded based on the presence of independently hosted mentions and pages structured so a fact or claim can be quoted with a clear source and date.

llms.txt availability

Recorded present or absent where a business publishes an llms.txt file; this is an emerging, optional convention rather than a requirement.

Recommended Actions

1. Add or validate Organization and FAQPage structured data on core pages before adding new content elsewhere.
2. Audit your own name, address, and service description across every public page for exact consistency.
3. Publish at least one dated, citable page (an original statistic, a documented process, or a published methodology) rather than only marketing copy.

Definitions

AI visibility readiness — The degree to which a business's public information is structured so that AI systems and search engines can accurately identify and describe it.

Entity consistency — The degree to which a business's name, location, and description are stated the same way across its own public pages.

Citation readiness — Whether a page presents a specific, dated, sourceable claim in a form that could reasonably be quoted with attribution.

Limitations

- This edition's scores are modeled demonstration data and do not reflect a measured crawl of real business websites.
- NexusOX has no proprietary access to any AI provider's internal ranking, retrieval, or citation logic; this benchmark measures public information clarity only, not actual placement in AI answers.
- A business scoring well on every measured category is not guaranteed to be cited or recommended by any specific AI system.

Data Labeling

NexusOX Research distinguishes six categories of information in every report: Public-source data, NexusOX product-test data, User-submitted data, Modeled estimate, Demonstration data, Verified measured result. This Q2 2026 foundational edition uses modeled and demonstration data only, labeled on every chart and table above, and contains no independently verified survey results, customer performance data, or measured market samples.

Citation

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