

AI Visibility: Before and After

A Maidstone kickboxing club | 17 July 2026 vs 4 September 2026 | Prepared by Matt Billing, Deep Domain

A Maidstone kickboxing club recommendation rate, before and after. ChatGPT (OpenAI): 0/12 at baseline, not remeasured programmatically; a manual ChatGPT check on 4 September 2026 still did not return the club. Claude (Anthropic): 0/12 to 10/12. Engines not remeasured programmatically are shown for honesty, not counted as a change.

<div>0/12</div> <div>Before (17 July 2026), engines remeasured</div>	<div>10/12</div> <div>After (4 September 2026), same engines</div>	<div>+83%</div> <div>Change in recommendation rate</div>
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By engine

ChatGPT (OpenAI) before

0/12 (0%)

ChatGPT (OpenAI) was not remeasured programmatically in the 4 September 2026 run, so no after figure is shown. A manual ChatGPT check on 4 September 2026 still did not return the club.

Claude (Anthropic) after

10/12 (83%)

Claude (Anthropic) before

0/12 (0%)

By question

Customer question	ChatGPT before	after	Claude before	after
Where is good for kickboxing classes near Maidstone?	0/2	-	0/2	2/2
I am a complete beginner looking for kickboxing near Maidstone. Which...	0/2	-	0/2	0/2
What are the best kickboxing classes for children near Maidstone?	0/2	-	0/2	2/2
Are there any kickboxing or martial arts classes for children aged 3...	0/2	-	0/2	2/2
Which local kickboxing clubs offer classes for children aged 5 to 9 n...	0/2	-	0/2	2/2
Where can a teenager learn kickboxing near Maidstone or Aylesford?	0/2	-	0/2	2/2

Figures are recommendations out of runs per question. '-' means that engine was not run for that question in that measurement.

What changed between the two measurements

- Google Business Profile corrected to the current Aylesford address and completed (21 July).
- Website rebuilt to serve real content in the initial HTML instead of a JavaScript loading shell; rechecked clean on every site-health test (21 July).
- LocalBusiness schema.org markup added; name, address and phone now visible as plain text.
- Leftover template placeholder text removed; sitemap present.

Still open

- ChatGPT (OpenAI) has not been remeasured programmatically since 17 July; a manual check on 4 September still did not return Demons. A 17 September ChatGPT session showed it can retrieve demons-kickboxing.com, so the site is indexed but not ranking for the buyer question. Likely causes are the absence of a dedicated children's page with explicit Maidstone/Aylesford wording and a booking step, plus Bing Places and Bing Webmaster Tools not yet being set up.
- Directory data is inconsistent: Cylex still shows the old ME20 7NQ postcode against the live ME20 7QZ; BizSeek shows Saturday-only opening hours; at least one directory still ties Demons to the Park Way Primary School address (ME15 7DN, a 2022 temporary venue). Citation cleanup outstanding.
- No logo in Google Business Profile; ordinary Google search ranking still weak for "kickboxing maidstone".
- One remeasurement only. A second rerun is needed to confirm the Claude result holds.

OpenAI's API was unreachable from the network used on 4 September, so only Anthropic was rerun programmatically. The OpenAI baseline (0 of 12) is shown for completeness and no change is claimed for it.

Competitors named most often

Business	Before (of 24)	After (of 12)
Dragons Kickboxing	24	12
TKO Kickboxing Academy	23	12
Savage Fight Gym	4	2

Method

The same unbranded customer questions were put to each engine with live web search enabled, on 17 July 2026 and again on 4 September 2026. Models: ChatGPT (OpenAI) chat-latest, Claude (Anthropic) claude-sonnet-4-6. Every row of the underlying CSVs records the prompt, engine, model, response, timestamp, competitor mentions and cited sources.

Limitation: API answers are a measured proxy for what AI assistants recommend, not a guarantee of what every person sees in the consumer product. Results vary by prompt, model, date and location. Two dated snapshots show direction, not a permanent ranking.