

**AS** Amperra Solar

COMPETITIVE VISIBILITY AUDIT

# A strong local installer, losing the AI-answer race.

Amperra Solar benchmarked against **SunHive Energy**, **VoltEdge** and **HelioTech** across organic search, AI answers, authority, technical health, reputation and offer.

**0%**

of AI answers cite you.  
SunHive is cited in 60%.

**3rd / 4**

Overall visibility score:  
3.4 / 5. The leader sits at  
4.6.

**R135k**

Monthly search demand  
you're currently absent  
from.

PREPARED FOR

Sample client

PREPARED BY

Digital Consulting

PERIOD

Sample snapshot

DATE

2026-07-01

## EXECUTIVE SUMMARY

## A credible contender with two fixable gaps.

Amperra Solar is a credible mid-market installer with a strong reputation and transparent, finance-backed pricing, but it ranks third of four on overall visibility, held back on the two things that increasingly decide who gets the enquiry: AI-answer visibility, where it ranks last, and content depth, where it is thin. On organic search it sits mid-pack, roughly 29% of market leader SunHive Energy's traffic and ahead of

budget rival VoltEdge, but it is absent from most high-intent head terms such as 'solar installers' and 'solar panel installers near me'. In AI answers it is named in only one in five results and cited in none, while SunHive appears in most. The encouraging part is that the gaps are concrete and winnable: structured data on the money pages, a small library of buyer guides and FAQs, a handful of authority links and a review-generation habit would move Amperra from mid-pack to genuinely competitive. About R135,000 a month of equivalent ad value sits in demand Amperra is currently absent from.

**0%**

**AI CITATION**

Cited as a source in no AI answers, and named in just 20%. SunHive is cited in 60%.

**~29%**

**ORGANIC REACH**

1,850 visits a month against the leader's 6,400, but ahead of budget rival VoltEdge.

**4.7★**

**REPUTATION**

A genuine strength: 4.7 across 128 reviews. VoltEdge, though, has built 610.

**3.4/5**

**OVERALL SCORE**

Third of four. SunHive leads at 4.6. The 'transparent local expert' space is open.

**The clearest gap is AI visibility: named in 1 in 5 answers, cited in none. Amperra has the products and the reviews, but almost none of it is structured for AI assistants to quote.**

**THE PRIZE: SEARCH DEMAND YOU ARE MISSING**

**2,080**/mo

potential extra visits

**R134 554**

equivalent ad value / month

Across the 10 gap keywords (about 20,800 searches a month), assuming a conservative 10% click capture if Amperra ranked on page one, valued at local cost-

per-click. An illustrative estimate of the demand Amperra is currently absent from, not a forecast.

#### IF YOU DO ONLY THREE THINGS

1. **Add Service, FAQ and Product schema** to the money pages AI visibility
2. **Publish a buyer-guide and FAQ content cluster** Content
3. **Launch a post-install review habit** to grow volume Reputation

#### SCOPE

## Who we measured, and against whom

An illustrative competitive-visibility audit of Amperra Solar against three South African solar installers: SunHive Energy (all-round market leader), VoltEdge (budget, price-led) and Heliotech (premium and commercial). It benchmarks organic and AI search visibility, authority, technical and on-page signals, content, reputation, positioning and published offer. All company names, domains and figures in this sample are illustrative and do not represent a real business.

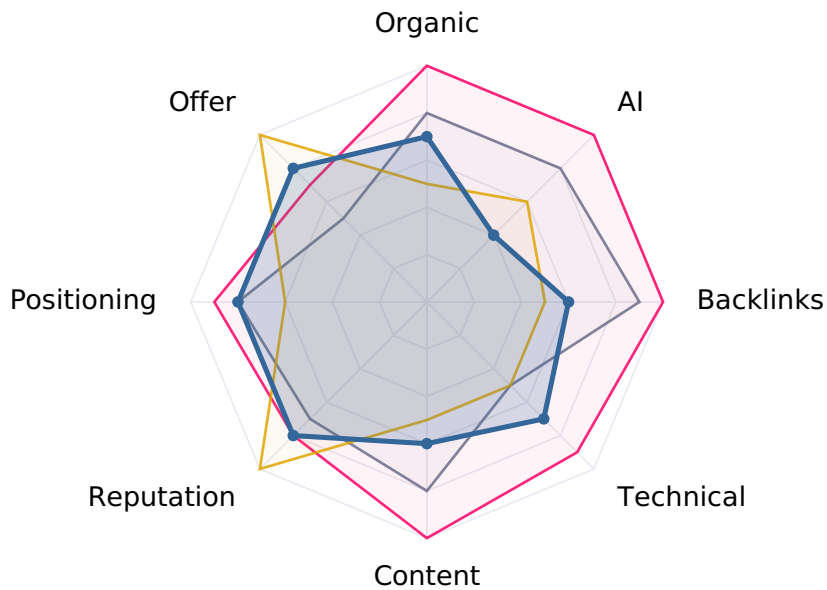
*Sample competitor set: SunHive Energy (direct leader), VoltEdge (direct, budget) and Heliotech (aspirational, premium and commercial).*

| BUSINESS  | ROLE       | TYPE                      | WEBSITE         |
|---|------------|---------------------------|-----------------|
|  <b>Amperra Solar</b>  | Client     | <span>Client</span>       | amperra.co.za   |
|  <b>SunHive Energy</b> | Competitor | <span>Direct</span>       | sunhive.co.za   |
|  <b>VoltEdge</b>       | Competitor | <span>Direct</span>       | voltedge.co.za  |
|  <b>Heliotech</b>      | Competitor | <span>Aspirational</span> | heliotech.co.za |

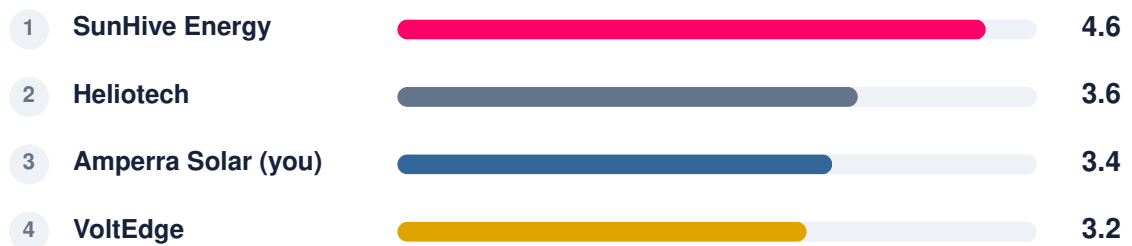
## BENCHMARK SCORECARD

# Where you stand on eight dimensions

Scored 0 to 5, higher is better. Amperra is competitive on reputation and offer, but trails the leaders on AI visibility and content.



### OVERALL VISIBILITY SCORE



■ Amperra Solar (you) ■ SunHive Energy ■ VoltEdge ■ Heliotech

| DIMENSION                        | AM ★   | SH  | VE                                       | HT  | GAP VS LEADER   |
|----------------------------------|--|---|--|---|---|
| <b>Organic visibility</b>        | <b>3.5</b><br>640 kw,<br>1,850 visits/<br>mo | <b>5 ★</b><br>1,980 kw,<br>6,400<br>visits  | <b>2.5</b><br>520 kw,<br>1,300<br>visits | <b>4</b><br>1,120 kw,<br>2,900 visits           | Mid-pack: about 29% of SunHive's traffic and ahead of VoltEdge, but well behind the leader on head terms. |
| <b>AI visibility</b>             | <b>2</b><br>20%<br>mention /<br>0% cite      | <b>5 ★</b><br>80% /<br>60%                  | <b>3</b><br>40% / 20%                    | <b>4</b><br>60% / 40%                           | Named in only 1 in 5 AI answers and cited in none: the clearest gap in the set.                           |
| <b>Backlinks &amp; authority</b> | <b>3</b><br>DA 28, 410<br>rd                 | <b>5 ★</b><br>DA 47,<br>1,250 rd            | <b>2.5</b><br>DA 24,<br>300 rd           | <b>4.5</b><br>DA 44, 880 rd                     | Solid but mid-tier; SunHive has roughly 3x the referring domains.   |
| <b>Technical SEO</b>             | <b>3.5</b><br>LCP 3.1s,<br>partial<br>schema | <b>4.5 ★</b><br>LCP 2.3s,<br>full<br>schema | <b>2.5</b><br>LCP 3.6s,<br>basic         | <b>2.5</b><br>LCP 4.4s,<br>slow, rich<br>schema | Good speed, but schema is only partial on the money pages.  |
| <b>Content</b>                   | <b>3</b><br>Thin blog                        | <b>5 ★</b><br>Deep<br>guides +<br>FAQs      | <b>2.5</b><br>Sparse                     | <b>4</b><br>Strong<br>technical<br>content      | Thin and rarely updated; the leaders publish buyer guides and FAQs that win AI answers.                   |
| <b>Reputation &amp; local</b>    | <b>4</b><br>4.7, 128<br>reviews              | <b>4</b><br>4.6, 240<br>reviews             | <b>5 ★</b><br>4.9, 610<br>reviews        | <b>3.5</b><br>4.5, 95<br>reviews                | Excellent 4.7 rating, but lower review volume than VoltEdge's 610.  |

| DIMENSION                          | AM ★                           | SH                           | VE                         | HT                        | GAP VS LEADER  |
|------------------------------------|--------------------------------|------------------------------|----------------------------|---------------------------|--|
| <b>Positioning &amp; messaging</b> | 4<br>Trusted local, mid-market | 4.5 ★<br>Clear market leader | 3<br>Cheapest price        | 4<br>Premium / commercial | Clear enough, but the 'trusted transparent local expert' angle is under-claimed. |
| <b>Offer &amp; pricing</b>         | 4<br>Packages + finance shown  | 3.5<br>Ballpark pricing      | 5 ★<br>Full public pricing | 2.5<br>Quote-only         | Good transparency; VoltEdge publishes full pricing and Amperra shows finance.    |

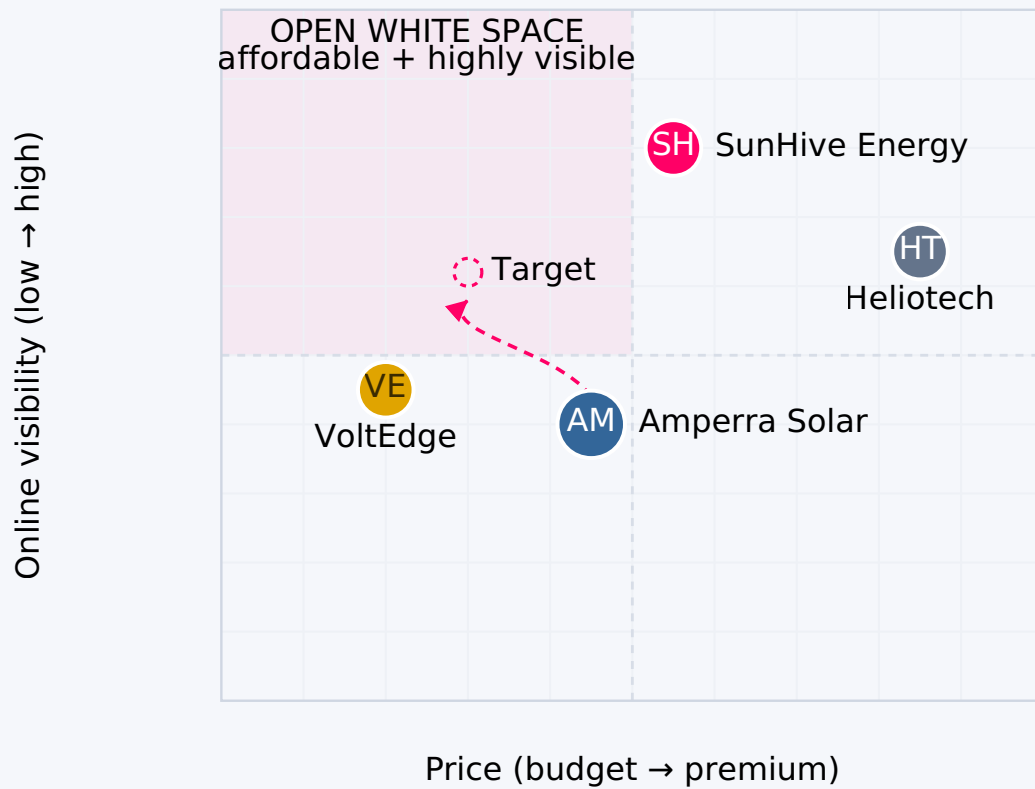
Scale 0 to 5, higher is better. ★ marks the leader on each dimension. Cell colour runs red (low) to green (high).

## MARKET POSITIONING

# The affordable, highly-visible corner is empty

The market splits cleanly. SunHive Energy is the all-round leader, strongest on organic, content and AI answers. VoltEdge competes purely on price and review volume, winning budget buyers. Heliotech targets premium and commercial installs with strong authority but a slower, quote-only site. Amperra sits in the middle: quality installs, a strong 4.7 rating and transparent pricing, but without a sharp,

ownable position or the content and AI presence that would let it lead. Its best opening is the 'trusted, transparent local expert' space that no competitor fully owns.



**White space.** No competitor fully owns 'transparent, trusted, guide-led solar for homeowners, visible in AI answers'. SunHive owns breadth, VoltEdge owns price, Heliotech owns premium. Amperra has the reputation and pricing transparency to claim the informed-homeowner space if it adds the content and AI-visibility layer.

## COMPETITOR PROFILES

# The four businesses side by side

What each one is, who it serves, what it charges and where it claims an edge.

AM

### Amperra Solar

Client

Cape Town based residential solar and battery installer offering full solar systems, inverters, battery backup and finance, serving homeowners across the Western Cape and nationally.

*“Reliable home solar and backup, installed right, priced clearly.”*

#### LOCATION

Cape Town, South Africa (installs nationwide)

#### PRICING

Systems from R79,900 installed; battery backup from R34,900; finance from R1,190/m. Pricing and finance shown online.

#### EDGE

Transparent pricing + finance · Strong 4.7 rating · Fast, clean installs · Local, homeowner-focused

SH

### SunHive Energy

Direct

National solar installer and the all-round market leader in this set, with the deepest content and the strongest search and AI-answer presence.

*“South Africa's most trusted solar, from advice to installation.”*

#### LOCATION

Johannesburg and Cape Town (national)

#### PRICING

Ballpark pricing shown; detailed quotes on request; finance available.

#### EDGE

Market leader on search + AI · Deep buyer-guide content · National coverage · Strong brand

**VE VoltEdge**

Direct

Budget-focused solar and inverter installer competing on the lowest public pricing and a very large review base.

*"Affordable solar, no surprises."*

**LOCATION**

Cape Town (regional)

**PRICING**

Full public pricing; systems from R59,900; frequent promotions.

**EDGE**

Lowest public pricing · 610 reviews at 4.9 · Fast turnaround · Regular promotions

**HT Heliotech**

Aspirational

Premium residential and commercial solar specialist with strong domain authority and a quote-only, consultative sales model.

*"Engineered solar for homes and business."*

**LOCATION**

Cape Town, Johannesburg, Durban  
(national + commercial)

**PRICING**

No public pricing; consultative quotes; residential and commercial.

**EDGE**

Strong authority (DA 44) · Premium + commercial · Consultative sales · Rich technical content

**SEARCH VISIBILITY (SEO)**

## The hard organic numbers

On organic search Amperra is competitive but not leading. It ranks for about 640 keywords against SunHive's 1,980, and its 1,850 visits a month are roughly 29% of SunHive's. The gap is concentrated in high-intent head terms: it is absent for 'solar installers' (4,400 searches, SunHive p3), 'solar panel installers near me' (1,100, SunHive p2) and 'solar system for home' (2,900, Heliotech p7). Where Amperra

does rank it converts well on brand and long-tail service terms. The path is targeted content on the head terms plus entity and authority building, not sheer volume.

| METRIC                             | AM ★   | SH   | VE   | HT   |
|------------------------------------|--|--|--|--|
| Organic keywords                   | 640 kw <span style="color: green;">■</span>    | 1,980 kw <span style="color: green;">■</span>  | 520 kw <span style="color: green;">■</span>    | 1,120 kw <span style="color: green;">■</span>  |
| Est. monthly traffic               | 1,850 /mo <span style="color: green;">■</span> | 6,400 /mo <span style="color: green;">■</span> | 1,300 /mo <span style="color: green;">■</span> | 2,900 /mo <span style="color: green;">■</span> |
| Domain authority                   | 28 DA <span style="color: green;">■</span>     | 47 DA <span style="color: green;">■</span>     | 24 DA <span style="color: green;">■</span>     | 44 DA <span style="color: green;">■</span>     |
| Referring domains                  | 410 dom <span style="color: green;">■</span>   | 1,250 dom <span style="color: green;">■</span> | 300 dom <span style="color: green;">■</span>   | 880 dom <span style="color: green;">■</span>   |
| Backlinks                          | 9,400 <span style="color: green;">■</span>     | 22,000 <span style="color: green;">■</span>    | 6,100 <span style="color: green;">■</span>     | 14,500 <span style="color: green;">■</span>    |
| Mobile load (LCP, lower is better) | 3.1 s <span style="color: green;">■</span>     | 2.3 s <span style="color: green;">■</span>     | 3.6 s <span style="color: green;">■</span>     | 4.4 s <span style="color: green;">■</span>     |
| Schema present                     | Yes <span style="color: orange;">■</span>      | Yes <span style="color: orange;">■</span>      | Yes <span style="color: orange;">■</span>      | Yes <span style="color: orange;">■</span>      |

#### KEYWORD GAPS

## Demand competitors rank for and you do not

Ten high-intent terms where at least one competitor ranks and Amperra is absent. Volume and difficulty from third-party SEO data for the South African market.

| KEYWORD               | VOLUME | DIFFICULTY | COMPETITOR POSITIONS |
|-----------------------|--------|------------|----------------------|
| solar installers      | 4,400  | 52         | SunHive Energy: 3    |
| solar panels price    | 3,600  | 41         | VoltEdge: 5          |
| solar system for home | 2,900  | 38         | Heliotech: 7         |

| KEYWORD                        | VOLUME | DIFFICULTY | COMPETITOR POSITIONS |
|--------------------------------|--------|------------|----------------------|
| solar power installation       | 2,400  | 47         | SunHive Energy: 4    |
| home battery backup            | 1,900  | 35         | Heliotech: 6         |
| solar geyser                   | 1,600  | 30         | VoltEdge: 8          |
| off grid solar                 | 1,300  | 44         | SunHive Energy: 9    |
| solar panel installers near me | 1,100  | 40         | SunHive Energy: 2    |
| inverter installation          | 880    | 33         | Heliotech: 5         |
| solar financing                | 720    | 39         | SunHive Energy: 3    |

## CONTENT & LINK GAPS

# What they publish and earn that you do not

## Content gaps

| TOPIC  | COVERED BY                | OPPORTUNITY  |
|--|---------------------------|--|
| <b>Buyer guides (system sizing, battery vs grid-tie)</b> | SunHive Energy, Heliotech | Win research-stage and AI-answer demand; the leaders rank and get cited for these. |
| <b>Solar financing and payback FAQs</b>                  | SunHive Energy            | Capture high-intent finance questions, where cost-per-click is highest.            |
| <b>Load-shedding and battery-backup content</b>          | SunHive Energy, Heliotech | Topical demand Amperra advertises on but does not rank for organically.            |

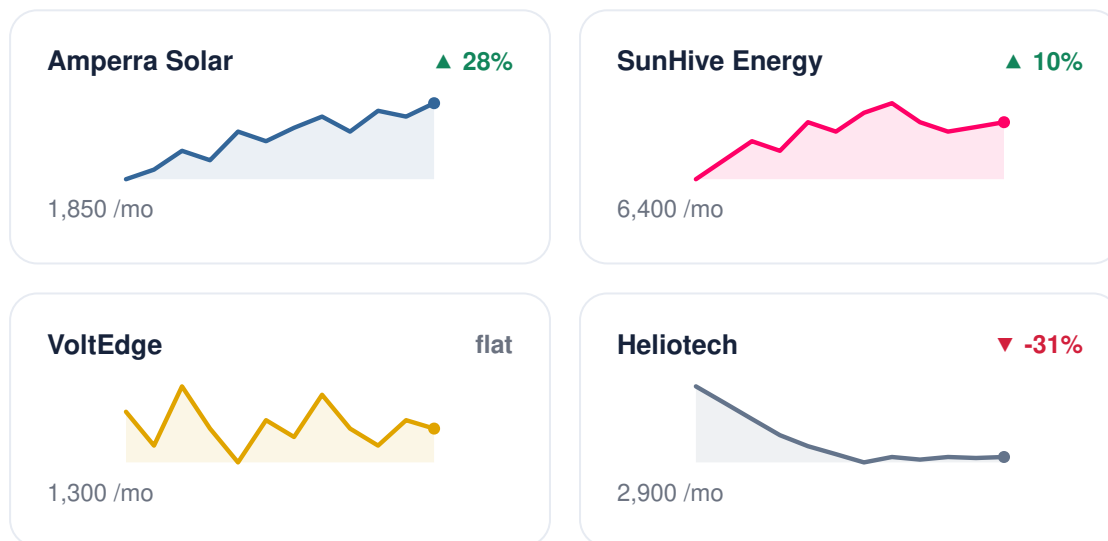
## Link opportunities

| SOURCE  | LINKS TO                       | NOTE  |
|---|--------------------------------|---|
| <b>Installer directories<br/>(SolarAdvice, Google<br/>Business, trade listings)</b> | SunHive<br>Energy,<br>VoltEdge | Competitors use these for trust<br>and links; Amperra is under-listed.<br>Easy parity wins. |
| <b>Local and property/energy<br/>press</b>  | SunHive<br>Energy              | SunHive earns repeated feature<br>coverage; Amperra has little.                             |

## MOMENTUM

# 12-month organic trajectory

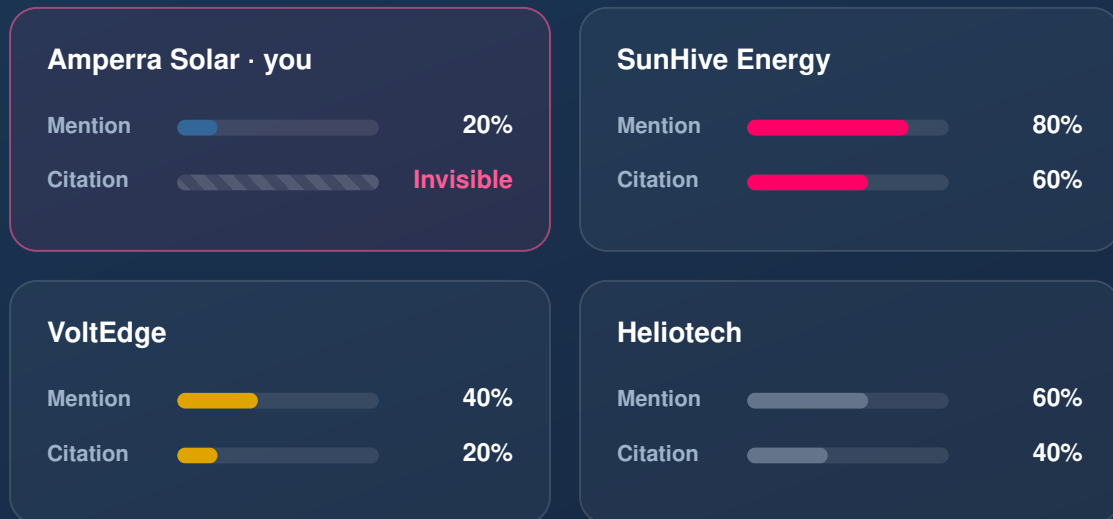
Estimated organic visits per month over the last year. Amperra is small but climbing; Heliotech is falling hard.



## AI VISIBILITY (AEO / GEO)

# Barely present where buyers are starting to search

Share of a fixed AI-answer prompt set where each brand appeared. Mention = named in the answer. Citation = own page cited as a source.



This is Amperra's clearest gap, and it is now measured rather than assumed. Across a fixed set of buyer-intent solar questions, Amperra is named in 20% of AI answers and cited as a source in none. SunHive is named in most answers (80% mention, 60% citation), Heliotech in 60%, and even budget rival VoltEdge in 40%. Amperra has the products and the reviews, but almost none of it is structured or written in a way AI assistants can quote. The fix is mechanical: schema on the money pages, clear entity and service definitions, buyer-guide and FAQ content, and a few authority links, then re-run the same questions to prove movement.

## REPUTATION & LOCAL

# Rating is strong, volume is thin

Reputation is one of Amperra's strengths. It holds a 4.7 rating across 128 Google reviews, ahead of SunHive (4.6) and Heliotech (4.5) on rating, but well behind VoltEdge, whose aggressive review habit has built 610 reviews at 4.9. The rating is a genuine asset; the gap is volume and freshness. A simple post-installation review

request, plus surfacing the rating on the site and in schema, would close most of the distance and feed AI answers at the same time.

| SIGNAL        | AM ★    | SH      | VE      | HT     |
|---------------|---------|---------|---------|--------|
| Google rating | 4.7 ★   | 4.6 ★   | 4.9 ★   | 4.5 ★  |
| Review count  | 128 rev | 240 rev | 610 rev | 95 rev |

## BRAND, SOCIAL & PAID

# Behind on organic social, ahead on paid intent

On organic social all three competitors post more consistently than Amperra, with SunHive the standout on educational content and VoltEdge heavy on price promotions. On paid the picture is more even: Amperra runs a small but active set of lead-generation ads on load-shedding and finance angles, SunHive runs a larger always-on campaign, VoltEdge runs seasonal price ads, and Heliotech was not confirmed as active. So Amperra is competitive on paid intent but under-invested in the organic content and social presence that compound over time.

| CHANNEL          | AM ★                | SH                            | VE                  | HT                  |
|------------------|---------------------|-------------------------------|---------------------|---------------------|
| Meta ads running | Yes                 | Yes                           | Yes                 | Not confirmed       |
| Active ad count  | 5 ads               | 12 ads                        | 4 ads               | -                   |
| Social presence  | Facebook, Instagram | LinkedIn, Facebook, Instagram | Facebook, Instagram | LinkedIn, Instagram |

## Sample live ads

- **Amperra Solar:** “Beat load-shedding: home solar from R1,190/m” · 2026
- **Amperra Solar:** “Free solar quote in 24 hours” · 2026

- **SunHive Energy:** “Go solar with South Africa's trusted installer” · 2026
- **VoltEdge:** “Solar from R59,900 - this month only” · 2026

## CONVERSION READINESS

# Can the site convert the traffic?

Amperra's site has the fundamentals to convert traffic: clear quote and finance CTAs, an easy enquiry path, and analytics in place. The weak points are content depth at the research stage (few buyer guides), partial schema, and review volume that undersells a strong rating. Strengthening these converts more of the traffic the SEO and AI work brings in. This is a light readiness read, not a full conversion-rate audit.

| CHECK                               | STATUS | NOTE  |
|-------------------------------------|--------|---|
| Primary CTA (get a quote / finance) | ● good | 'Get a Free Quote' and 'Finance Options' present and prominent.       |
| Enquiry path                        | ● good | Quote form plus WhatsApp; low friction.                               |
| Analytics tracking                  | ● good | Web analytics connected.  |
| Research-stage content              | ● weak | Few buyer guides or FAQs to capture early-stage and AI-answer demand. |
| Structured data                     | ● weak | Schema only partial on the key money pages.                           |
| Review visibility                   | ● weak | Strong 4.7 rating but low volume and not surfaced on-site.            |

## SWOT

# Amperra Solar: the strategic picture

Internal strengths and weaknesses you control, external opportunities and threats in the market. Helpful factors left, harmful right.

### HELPFUL

### HARMFUL

#### INTERNAL what you control



#### Strengths

4

- Strong 4.7 rating and credible, clean installs
- Transparent, finance-backed pricing shown online
- Competitive site speed (LCP 3.1s)
- Active paid lead-generation on load-shedding and finance angles



#### Weaknesses

3

- Weakest AI-answer visibility in the set: 20% mention, 0% citation
- Thin, rarely-updated content; no research-stage buyer guides
- Behind on head-term rankings and review volume

#### EXTERNAL the market around you



#### Opportunities

3

- Own the 'trusted, transparent local expert, visible in AI' space
- Publish buyer guides and FAQs to win research-stage and AI demand
- Convert the strong rating into review volume and schema



#### Threats

3

- SunHive compounds monthly on content and AI answers
- VoltEdge keeps winning on price and review volume
- Heliotech holds the premium and commercial high ground

## Competitors at a glance

### **SH** SunHive Energy

**Strengths:** Market leader on organic, content and AI answers; DA 47, 6,400 visits/mo; Deep buyer-guide and FAQ content

**Weaknesses:** Premium-priced; less price-transparent than budget rivals; Broad national brand, less locally personal

### **VE** VoltEdge

**Strengths:** Cheapest public pricing; huge review base (610 at 4.9); Fast turnaround and strong local reputation

**Weaknesses:** Thin content and low authority; weak on AI answers vs the leader; Regional only; limited premium/commercial offer

### **HT** Heliotech

**Strengths:** Strong domain authority (44) and premium/commercial positioning; Rich technical content and case studies

**Weaknesses:** Slow, quote-only site (LCP 4.4s); no public pricing; Less relevant to price-sensitive homeowners

## OPPORTUNITIES & THREATS

# The window is open, but it is closing

Opportunity: the visible gaps (schema, buyer guides, review volume and a few authority links) are low-cost and fast, and the 'trusted, transparent local expert, visible in AI' space is winnable. Threat: SunHive compounds monthly on content and AI answers, VoltEdge keeps winning on price and reviews, and Heliotech holds the premium high ground, so the gap widens if Amperra stays static. The main risk is being squeezed between VoltEdge on price and SunHive on visibility while the AI-answer channel quietly hardens around the competitors already there.

## THE PLAN

# 30 / 60 / 90 day action plan

Sequenced by effort and impact, each tied to the dimension it moves and the service that delivers it.

### FIRST 30 DAYS

#### Add Service, FAQ and Product schema to the money pages

Structures your pricing, reviews and services so AI assistants can quote you. Competitors with schema get surfaced; Amperra does not.

Low effort

High impact

AI visibility

SEO / AI-Visibility retainer

#### Launch a post-install review-generation habit

Turns a strong 4.7 rating into volume that rivals VoltEdge and feeds AI answers at the same time.

Low effort

Medium impact

Reputation & local

Reputation / care plan

#### Surface pricing, finance and rating on the money pages

Removes friction at the decision point and matches VoltEdge's transparency.

Low effort

Medium impact

Offer & pricing

Website update

### BY 60 DAYS

### **Publish a buyer-guide and FAQ content cluster**

Wins research-stage and AI-answer demand on system sizing, battery-vs-grid and financing questions the leaders already own.

Medium effort

High impact

Content

SEO / content retainer

#### **● BY 90 DAYS**

### **Target the high-intent head terms with dedicated pages**

Capture 'solar installers', 'solar panel installers near me' and 'solar power installation', which competitors currently own.

Medium effort

High impact

Organic visibility

SEO + web

### **Build authority links via directories and local press**

DA 28 and 410 referring domains trail the leaders; installer directories and local/property press are parity wins.

Medium effort

Medium impact

Backlinks & authority

SEO retainer / digital PR

#### **APPENDIX**

## **Value-at-stake calculation**

For each keyword competitors rank for and Amperra does not, estimated monthly clicks = volume × 10% capture (if Amperra reached page one), value = clicks × local cost-per-click. This is the equivalent paid-search spend for demand Amperra is currently missing, a modelled indicator, not a revenue forecast.

**R134 554/mo**

equivalent ad value you are missing

**20,800**

monthly searches across the gap

**2080**

potential clicks / month at 10% capture

| KEYWORD                           | VOLUME/<br>MO | CPC  | CLICKS<br>@10% | EQUIVALENT AD VALUE /<br>MO  |
|-----------------------------------|---------------|------|----------------|--|
| solar installers                  | 4,400         | R88  | 440            |  R38 720           |
| solar power<br>installation       | 2,400         | R76  | 240            |  R18 240           |
| solar system for<br>home          | 2,900         | R55  | 290            |  R15 950           |
| solar panels price                | 3,600         | R42  | 360            |  R15 120           |
| solar panel<br>installers near me | 1,100         | R95  | 110            |  R10 450           |
| home battery<br>backup            | 1,900         | R48  | 190            |  R9 120            |
| solar financing                   | 720           | R120 | 72             |  R8 640           |
| off grid solar                    | 1,300         | R61  | 130            |  R7 930          |
| solar geyser                      | 1,600         | R33  | 160            |  R5 280          |
| inverter<br>installation          | 880           | R58  | 88             |  R5 104          |
| <b>Total</b>                      | <b>20,800</b> |      | <b>2080</b>    |  <b>R134 554</b> |

## GLOSSARY

### Plain-English terms

#### Domain authority (DA)

A 0 to 100 score for how strong a site is in search; higher ranks more easily.

#### Referring domains

How many separate websites link to a site; a core trust signal.

#### Organic keywords

How many Google searches a site shows up for without paying.

#### Mobile load (LCP)

Largest Contentful Paint: how long the main content takes to appear on a phone. Lower is better; under 2.5s is good.

### **AEO / GEO**

Answer / Generative Engine Optimisation: getting your business shown in AI answers (ChatGPT, Gemini, Perplexity, Google AI).

### **Keyword difficulty**

How hard a term is to rank for (0 to 100). Lower is an easier win.

### **Mention vs citation**

Mention = an AI names your brand. Citation = an AI links your page as a source. Tracked separately.

### **Equivalent ad value**

What the missed search demand would cost to buy via Google Ads at local cost-per-click.

## **METHODOLOGY**

# **How this audit was built**

Every figure here is measured against live data, not assumed. We combine current search and AI-visibility data with direct checks of each live site, then verify anything checkable before it enters the report.

### **Search & keyword data**

Organic rankings, keyword demand, difficulty and cost-per-click for the South African market, pulled for all four businesses.

### **AI answer visibility**

A fixed set of buyer-intent questions run through live AI answer engines, scored for whether each brand is mentioned and cited.

### **Advertising activity**

Live, public ad-transparency data for the active campaigns running behind each brand.





### **Live site checks**

Technical health, structured data, on-page signals and public review ratings, read directly from each live site and listing.

### **Market & positioning**

Primary research on every competitor's proposition, pricing, content and reputation, cross-checked across independent sources.

The dot beside a figure shows how it was sourced:

-  **Verified** · checked against a live data source
-  **Data estimate** · modelled from third-party data
-  **Observation** · read directly from a live page
-  **Analysis** · our interpretation of the evidence

**Notes.** Figures reflect the South African market and are point-in-time as of 2026-07-01. Where a figure is a business's own published claim it is marked as such. Estimated traffic and value figures are modelled indicators, not guarantees. A few client details (founding year, current pricing) are taken from public pages and worth confirming.



Prepared by Digital Consulting · Competitive Visibility Audit · 2026-07-01. Findings carry an evidence tag showing how each was sourced. Metrics reflect the South African market; AI visibility measured across a fixed set of AI-answer prompts.