ENTAU · VISIBILITY IN AI ANSWERS

# The best should be found, not the loudest.

Why your company can rank first on Google and still be missing from AI answers.

| PROCESS | ENTRY POINT | SELF-TEST |
| --- | --- | --- |
| ENTAU | Positioning Assessment | Page 2 · 30 seconds |

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DIAGNOSIS · 30 SECONDS

# The test takes thirty seconds.

Ask ChatGPT, Perplexity or Google’s AI answer three questions. Don’t use your company name – ask the way someone who doesn’t know you yet would.

01

‘Who is the best [your service] in [your town]?’

02

‘Who should I turn to when [the problem you solve] comes up?’

03

‘What should I look out for when choosing [your service]?’

CHECKPOINT → What comes back is the answer your next customer gets.

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FINDING

# Either you.
# Or someone whose work you know to be weaker.

The second case is the more common one. People who see it for the first time are usually less annoyed with the machine than with what lies behind it: at this point, years of work count for nothing.




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THE OTHER CASE

# Now picture the opposite.

Someone describes exactly the problem you solve best – in ChatGPT, in Perplexity, in Google's AI answer. And in the answer they get, there you are. Not as an ad. As the address the machine considers the right one.

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We don't know. You do – you know your numbers.
That is exactly what the Positioning Assessment asks about.

> How many conversations are you missing today without ever knowing it?

> What would a customer be worth to you who asks for you, instead of comparing three quotes?

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MECHANICS

# Ranking is the wrong question.

SEARCH ENGINE

## Sorts pages.

Its question: which page best matches this search term?

The answer is a list. You can climb it – the question stays the same.

ANSWER ENGINE

## Builds an answer.

Its question: does the machine know that you exist, what you do, and that the details are correct?

The answer is a text with names in it. Either yours is there or it isn’t.

A company that nobody online talks about except its own website is barely a verifiable entity for a system like this. It can be found by anyone who knows the name. It doesn’t get named.

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OUR OWN CASE

# We measured it on ourselves.

The result is uncomfortable. For the German search term ‘jobs to be done-methode’, Google Search Console reports position 1.0 for our page. In 28 days it was shown 44 times. It was not clicked once.

### Position 1.0

44 impressions for our core term. Zero clicks.

### 11 search terms

at position 10 or better in Search Console. 546 impressions in total. Zero clicks.

### 310 subject terms

2,809 impressions. Exactly two clicks.

Shown, but not clicked. Our reading: the answer now comes before the website. Whoever asks gets it and no longer clicks through.

SOURCE: GOOGLE SEARCH CONSOLE, PROPERTY OBERWASSER-CONSULTING.DE, 28-DAY WINDOW TO 2 SEPTEMBER 2026

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# How you can test any provider.

> **‘Have you done it for your own firm – and can I look it up?’**

A single question. Anyone who can’t answer it in five minutes is selling you a claim.

FOR US, THE ANSWER IS YES. HERE IT IS.

WIKIDATA

**Q138844478**

Entry in the open knowledge graph, 25 statements, 14 of them with references (as of 15 October 2026).

ORCID

**0009-0006-2292-2649**

Researcher ID listing the published works at a permanent address.

GND · DNB

**141201011X**

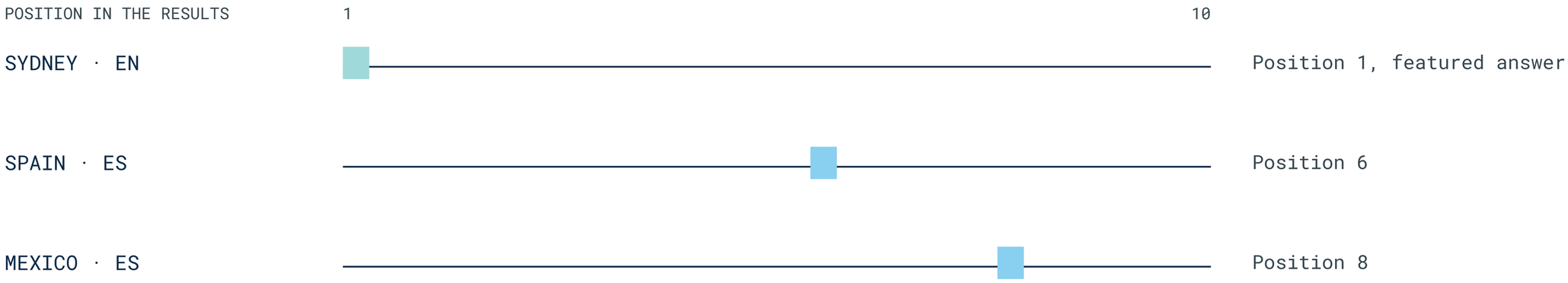
Authority record of the German National Library. Requested on 20 July 2026 at 10:26, created the same day.

WIKIDATA AND DNB LINK TO ALL THREE · CHECKABLE IN FIVE MINUTES, WITHOUT ASKING US

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# Including where we fall short ourselves.

The same question – ‘Who is Peter Rochel?’ – asked from several countries. Same person, same evidence, same website.




Same person, three different positions. The knowledge-graph entry lacked a Spanish version; it was added on 19 August. Whether that makes the difference remains unproven to this day.

THE ENTAU PROCESS

# The order is not a sales ploy.

**01**

## Measure

The Positioning Assessment: measured across seven systems in one day, then analysed and written up. Where are you named, where not, who appears instead. Around seven pages of report, one concrete next step.

**02**

## Foundation

Retire old domains and duplicate presences, align name and address data, bring profiles under your control, make the website machine-readable.

**03**

## Anchoring

Knowledge-graph entry with referenced sources, linked to official registers, persistent identifiers, a fact page on your domain.

**04**

## Stages

Evidence-based answers to exactly the questions the measurement showed to be unclaimed – so there is something an answer engine can cite.

**05**

## Keep measuring

Quarterly, to the same standard, so you can see what has changed.

Buy the last stage without the first, and you amplify your own mistakes. That is not a sales rule – it is how the mechanics work.

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TIERS

# Three tiers.
# It starts with the Positioning Assessment.

TIER 1

## Positioning Assessment

You know where you stand and what is keeping you from being named. For you if you first want to know whether this is worth it for you at all.

TIER 2

## Lay the foundation

The evidence the systems recognise you by is in place, and the repeat measurement shows what has moved. For you if you want to fix the finding, not just read it.

TIER 3

## Hold and extend

You hold your position, extend it systematically and correct course before it slips. For you if being named is a sales channel, not a side issue.

What you book first is the Positioning Assessment. Whether and how things continue is up to you afterwards, with the finding in hand. Should you book an implementation tier within three months of the report, we credit the Positioning Assessment in full.

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ONGOING WORK

# What’s on the table in the ongoing work.

### GRAPH UPKEEP

Wikidata, German National Library, ORCID, Zenodo: create, reference, link, keep up to date.

### GOOGLE UPKEEP

Business Profile and Search Console: set up, monitored, maintained.

### ON-PAGE

Structured data, indexing, page structure – content that machines can evaluate.

### MEASUREMENT

All questions measured every quarter, a report every month: how your position is developing.

### TOPICS

New questions from your market become evidence-based answer pages – as a topic of their own, if you want.

### CONTACT

One fixed contact. No ticket system, no rotating team.

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IN CONTEXT

# The SEO work comes included.

INCLUDED

The technical hygiene of your website: structured data, indexing, page structure, directories. The work you would otherwise commission separately.

BEYOND THAT

The identity layer, which an SEO offer doesn’t cover. And the upkeep of entries and profiles as part of the same work – rather than as a separate contract with a separate contact.

AND WHAT NEVER APPEARS AS A LINE ON ANY INVOICE

Measuring regularly which questions your market asks and who answers them today shows, with unusual clarity, where you actually stand in the market – and where demand is heading. That feeds back into our work together, as a pointer on direction, not just on visibility.

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SECOND QUESTION, SAME MECHANICS

# Applicants look you up just as customers do.

‘What is it like to work there?’

‘What do people who worked there say?’

‘Who trains people properly in this trade?’

Just with different questions – the mechanics are the same, and so is the work.

An employer that isn’t a verifiable entity won’t be named for these questions either. If you are building the identity layer anyway, you can use it for both.

OWNERSHIP · ALL OF THIS IS YOURS, EVEN IF WE STOP WORKING TOGETHER

- The knowledge-graph entry with its references
- Persistent identifiers for people and works
- All business profiles, under your control
- Structured data on your website
- The full measurement history as raw data

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LIMITS

# What we do and don’t promise.

01

## No promise of placements or mentions.

The systems make that call afresh all the time. What we promise is measurement to a fixed standard – and the way forward that follows from its findings.

02

## No promise of when a change takes effect.

We have observed anything from minutes to weeks. How you’ll recognise it is set out in the report.

03

## No knowledge-graph entry without documented outside recognition.

Without independent sources, it would be deleted. We tell you what to do first instead.

04

## No Wikipedia article.

Only third parties can create one. But you can do things that make one more likely.



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START

# First comes the measurement, not the offer.

Without it, nobody knows whether there is a problem this work solves at all. Sometimes the problem lies elsewhere – and then that is the right answer.

WHY NOW

These systems are fast becoming the first port of call. If you don’t appear today, you are not missing from a results list but from demand that now arises elsewhere. And documented outside recognition can’t be produced on request – the entries need lead time.

POSITIONING ASSESSMENT

Can be booked on its own. Your report – in English, German or Spanish – arrives within four working days after the engagement and an agreed set of questions. No access needed, no commitment.

You get not just the finding, but the way forward: which gaps exist, in what order it makes sense to close them and what each of them requires.

And if implementation isn’t worthwhile for you, we tell you so.

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PROCESS

# How booking works.

01

### You choose your date

No earlier than six days ahead, so the report is sure to be ready.

02

### You provide the details

Seven details, no access needed, around five minutes.

03

### You book and pay

The clock starts with the engagement and an agreed set of questions.

04

### The report arrives

Within four working days after the engagement and an agreed set of questions – usually sooner.

05

### We go through it

What was measured, what follows, and whether implementation pays off.

06

### You decide

An offer with the measurement credited – or we leave it there.

**Prefer to talk first? Twenty minutes, free of charge – then you'll know whether the measurement is worth it for you. Call us: +49 221 1684 1669.**

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THE MATHS

# What fits depends on what you want to achieve.

### WHAT TO WEIGH IT AGAINST

Whether the measurement pays off for you depends on what a contract is worth to you – do the maths once.

### WHAT COMES NEXT

After the report, we show you the way forward: lay the foundation, then hold and extend.
You decide, with the finding in hand. If it doesn't pay off for you, we say so.

**Starting from €1,900 net – fixed price for the Positioning Assessment, credited in full against implementation within three months.**

## Tell us in two sentences what you want to know and why now.

oberwasser-consulting.de/en/positioning-assessment

Book the Positioning Assessment – or 20 minutes with Peter, free of charge.

This offer is for businesses only.

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SCOPE

# Which scope suits you.

The question that matters is which scope is right for you – and the measurement answers it, not your budget.

FOUR DRIVERS

Four things determine your scope: how many domains and legacy sites need to be merged · in how many languages and markets you want to be found · how many locations need their own profiles · how many people are to be established as entities in their own right.

EACH OF THEM WIDENS THE SURFACE ON WHICH YOU BECOME VISIBLE

**Which of them carry weight in your case is what the Positioning Assessment shows. Only then can figures be discussed seriously – and then you can set them against what a customer won is worth to you.**

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CASE 1 · A MARINA ON THE BALTIC COAST

# Searched for: a winter berth. Named: others.

In July (logged in, baseline only), Google, Bing and ChatGPT did not name the marina for any of five questions about a winter berth; the prices were only in a PDF. We published a winter page with readable prices, aligned name, phone number and category, created a referenced knowledge-graph entry and started replying to reviews.

**9 → 11 → 14**

of 22 customer questions for which Google's AI answer names the marina or cites it as a source.

**2 → 4**

of 6 winter questions with a mention in Google's AI answer.

**8 → 10**

questions in first place on Google; on page one overall 14 → 13 of 22.

In fairness: three weeks of measurements don't show whether the movement comes from our work. Asked about experiences, the AI answer still relies on review portals.

SOURCE: OWN MEASUREMENT, NOT LOGGED IN, GOOGLE DE, 22 QUESTIONS, 17 SEP → 9 OCT 2026 · JULY: LOGGED IN, BASELINE ONLY

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CASE 2 · OUR OWN CASE

# Ten search questions, one new page, eleven days.

For the core term from page 6, on 14 September we appeared only as a source link in Google’s AI answer, not in the results list. By 23 September even that had gone. A second topic: customer centricity. On 23 August we set ten questions, two of them controls unrelated to the new page. We were not on Google’s first page for any of them. That same evening a topic page went live that answers them.

### 0 → 3 of 10

questions with us on Google’s first page eleven days after the page went live.

### Position 1

for the question of why customer surveys fail in product development (3 Sep).

### 0 → 0

for the two control questions unrelated to the page. Nothing moved there.

In Google Search, something measurably moved after the new page. For ChatGPT, Claude, Gemini and Copilot we can’t yet prove that for ourselves. That is why we measure before and after.

SOURCE: ENTAU SERIES, ANONYMOUS GOOGLE SEARCH, 23 AUG–24 SEP 2026 (TEST: LOWER OF TWO DAILY READINGS)

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THE NEXT STEP

# Let’s measure before anyone promises anything.


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