

AI VISIBILITY SNAPSHOT, SAMPLE

Who gets named when a buyer asks about LV switchgear

Five buyer questions, run once, recorded as they came back. The subject is a UK firm that refurbishes and maintains low voltage switchgear.

SECTOR

LV switchgear refurbishment
and maintenance, UK

RUN DATE

10 September 2026

METHOD

ksmedia.marketing/how-we-measure

This is a redacted copy of the free snapshot. It is the document a firm receives after asking for the check, with one difference: the companies that appear in the answers are described here rather than named. In a firm's own snapshot they are named, and every result carries its address.

THE FIVE PROMPTS

Fixed before the run, not chosen after it

These five are the questions a buyer of LV switchgear work would type. They come from the capability, not the brand: what the firm sells, phrased the way somebody who needs it would ask. Once written they do not change, which is what makes a later run comparable with this one.

THE BATTERY, FIXED 10 SEPTEMBER 2026

#	PROMPT, AS TYPED	BUYING STAGE
1	who refurbishes low voltage switchgear in the UK	Looking for a supplier
2	LV switchboard maintenance and testing companies UK	Building a shortlist
3	obsolete circuit breaker retrofit replacement UK who can supply	A specific problem, urgent
4	how often should LV switchgear be serviced	Working out what is needed
5	replace ageing LV switchboard without shutting down the factory UK	Testing whether it is feasible

How this run was made

Each prompt was run once on 10 September 2026 through a search index set to a United Kingdom location, and the top ten results were recorded exactly as they came back. Those results are what the assistants read: ChatGPT, Perplexity and Google's AI answers all compose from the pages underneath them, which is why the pages are what this sample records.

The assistants' own answers were not separately captured for this published sample, so no ChatGPT or Perplexity screenshot appears in it. In a firm's own snapshot they do, one per prompt per assistant, each dated. Nothing on the following pages has been added to what the single run returned, and no result has been left out.

UK signal in the tables records only whether the result sits on a United Kingdom top level domain. It is a fact about the address, not a statement about where a company is based. Where a page's own text says which market it serves, that is said in the description instead.

What is redacted, and what is not

Every company is described by what its page sells: a switchgear group's maintenance page, an overseas manufacturer's blog, and so on. Standards bodies, regulators and trade institutions are named in full, because they do not compete with the subject firm and because which rulebook answers a British question is the substance of one of the findings.

PROMPT 1

Who refurbishes low voltage switchgear in the UK

SEARCH RUN • REFURBISHMENT10 SEP 2026

> who refurbishes low voltage switchgear in the UK

Nine of the ten results are companies, and eight of those sell switchgear refurbishment, repair or maintenance. Each one arrives through its own service page. The tenth result is a trade publication's list of five low voltage switchgear vendors, dated 2024. Five results sit on a .uk address.

OBSERVED

A firm of the subject's type is named, at eight of the ten positions. This is the question the sector already wins.

TOP TEN RESULTS, RECORDED 10 SEPTEMBER 2026

#	WHAT THE RESULT IS	KIND OF SOURCE	UK SIGNAL
1	A transformer and switchgear manufacturer's page for refurbished HV and LV switchgear	Own service page	Yes
2	A switchgear group's repairs and refurbishments page	Own service page	No
3	An MV and LV retrofit specialist's home page, offering workshop repair, refurbishment and modification from circuit breakers to complete switchboards	Own home page	No
4	A circuit breaker repair specialist's LV switchgear page, which states UK coverage on the page itself	Own service page	Yes
5	A trade publication's list, "Top 5 Low Voltage Electrical Switchgear in UK", dated 2024	Trade publication	No
6	A testing and inspection firm's blog post comparing refurbishment against replacement on cost, obsolescence and compliance	Own blog post	Yes
7	A switchgear maintenance contractor's page for maintenance, inspection and thermal imaging	Own service page	Yes
8	A subcontract low and medium voltage switchgear firm's news index	Own site, news index	No
9	A switchgear manufacturer's services page	Own service page	Yes
10	A medium voltage switchgear service business's services page	Own service page	No

9

of 10 results are a company's own page

1

independent source: a trade publication listing

5

results on a .uk address

Why these sources were chosen. The question uses the exact words the sellers use, so it matches nine pages that were written to be found by it, and the one editorial list that already answers it in the same phrasing.

PROMPT 2

LV switchboard maintenance and testing companies UK

SEARCH RUN • MAINTENANCE10 SEP 2026

> LV switchboard maintenance and testing companies UK

Nine of the ten results are companies selling switchgear maintenance, every one of them through a page on its own site. Eight sit on a .uk address, the highest of any prompt in this battery. The tenth result is a video about inspection and testing. No directory appears, no trade publication appears, and no independent list of firms appears anywhere in the ten.

OBSERVED A firm of the subject's type is named, at nine of the ten positions. Every one of them is describing itself.

TOP TEN RESULTS, RECORDED 10 SEPTEMBER 2026

#	WHAT THE RESULT IS	KIND OF SOURCE	UK SIGNAL
1	A switchgear group's maintenance page, covering switchboard and circuit breaker servicing, protection testing and surveys	Own service page	No
2	A circuit breaker repair specialist's LV page, offering fault finding, repair and recommissioning	Own service page	Yes
3	A panel services business's LV switchgear page	Own service page	Yes
4	An industrial services contractor's page for routine HV and LV switchgear maintenance	Own service page	Yes
5	An LV services provider's page for operation and maintenance agreements	Own service page	Yes
6	A video titled "LV switches inspection and testing"	Video	No
7	An electrotechnics firm's services page, listing switchboards, motor control centres and current injection testing	Own service page	Yes
8	A regional electrical services firm's LV switchgear maintenance page, covering emergency call outs and routine testing	Own service page	Yes
9	A standby power group's HV and LV switchgear page, covering design, installation and maintenance	Own service page	Yes
10	A switchgear services firm's home page, covering installation, commissioning, retrofits and rail	Own home page	Yes

9of 10 results are a company's own page

0independent sources of any kind

8results on a .uk address

Why these sources were chosen. The prompt asks for companies and names the country, so it matches pages that say both; with nothing independent in the set, the order is decided entirely by which firm published the clearer description of the same service.

PROMPT 3

Obsolete circuit breaker retrofit replacement UK who can supply

SEARCH RUN · OBSOLESCENCE10 SEP 2026

> obsolete circuit breaker retrofit replacement UK who can supply

Six results are companies. Four of them are written for the American market: one lists General Electric, Westinghouse and Allis-Chalmers breakers, another points readers at supply houses and online marketplaces. Two sell obsolete breaker replacement into the UK, at positions two and ten. The remaining four results are conversations: a trade group thread, a trade forum thread, a domestic wiring forum thread about fuse board cost, and one refurbishment business's Instagram post.

OBSERVED

A firm of the subject's type appears twice in ten. Three forum threads and one social post rank above or between the specialists.

TOP TEN RESULTS, RECORDED 10 SEPTEMBER 2026

#	WHAT THE RESULT IS	KIND OF SOURCE	UK SIGNAL
1	An electrical contractor's guide to four safe options, pointing readers to supply houses and online marketplaces	Own blog guide	No
2	An obsolete breaker sourcing specialist's page, offering to confirm a replacement from stock on the call	Own service page	Yes
3	A surplus equipment dealer's article on finding replacement model numbers	Own blog	No
4	An equipment dealer's page on discontinued and refurbished breakers, listing General Electric, Westinghouse and Allis-Chalmers	Own page	No
5	A trade group thread asking who supplies and fits new breakers	Social forum thread	No
6	A trade forum thread on replacing an obsolete domestic breaker, where the advice given is to try an auction site	Forum thread	No
7	A domestic wiring forum thread about fuse board replacement cost	Forum thread	No
8	An Instagram post from a UK breaker refurbishment business, arguing refurbishment against replacement	Social post	No
9	A retrofit supplier's circuit breaker retrofit page, covering many original manufacturers	Own service page	No
10	A retrofit specialist's product page for a named obsolete circuit breaker retrofit	Own product page	No

6

of 10 results are a company's own page

4

forum threads and social posts

1

result on a .uk address

Why these sources were chosen. "Obsolete circuit breaker" is a phrase American suppliers have written about at length and British ones largely have not, so the question is answered by whoever published on the phrase, with the gaps filled by people asking each other in public.

PROMPT 4

How often should LV switchgear be serviced

SEARCH RUN · INTERVALS10 SEP 2026

> how often should LV switchgear be serviced

Six results are companies, and not one of them is on a .uk address. The intervals a reader takes away come from NETA and NFPA 70B, both American standards, quoted across three of the ten results: a visual inspection every year, full electrical testing every two years, cleaning every two to three years. Two overseas manufacturers give their own figures. The single British source in the ten is the Health and Safety Executive's guidance HSG230, "Keeping electrical switchgear safe", at position nine.

ABSENTNo UK firm selling LV switchgear maintenance appears anywhere in the ten. The buyer forms the requirement without meeting one.

TOP TEN RESULTS, RECORDED 10 SEPTEMBER 2026

#	WHAT THE RESULT IS	KIND OF SOURCE	UK SIGNAL
1	A reference wiki on electrical installation, advising insulation measurement every five years and after a short circuit trip	Reference wiki	No
2	An industrial services provider's article, quoting NETA base intervals of annual visual inspection and full electrical testing every two years	Own blog	No
3	A safety and testing consultancy's page, advising an interval of three to five years by equipment condition and criticality	Own service page	No
4	An overseas switchgear manufacturer's article, advising quarterly or half yearly for critical systems and annually for moderate use	Own blog	No
5	An electricians' forum thread on how often maintenance is actually performed	Forum thread	No
6	An equipment reseller's knowledge base article on NFPA 70B and NETA maintenance intervals	Own knowledge base	No
7	An overseas switchgear manufacturer's article on why LV switchgear needs maintenance	Own blog	No
8	An article posted on a professional network, offering a complete guide to LV switchgear maintenance	Social article	No
9	The Health and Safety Executive's guidance HSG230, "Keeping electrical switchgear safe"	UK regulator	Yes
10	A switchgear services company's article on building a preventative maintenance plan, referring the reader to NETA Appendix B	Own blog	No

6of 10 results are a company's own page, none of them British

3results quoting NETA or NFPA 70B, both American

1British source, the regulator's own guidance

Why these sources were chosen. The question asks for a number, and the pages that answer it with a number are the ones written around American standards; no British firm in this sector has published its own interval guidance in a form that competes with them.

PROMPT 5

Replace ageing LV switchboard without shutting down the factory UK

SEARCH RUN · REPLACEMENT10 SEP 2026

> replace ageing LV switchboard without shutting down the factory UK

Seven results are companies, most of them manufacturers and traders writing about when to retrofit, refurbish or replace: age beyond 25 to 30 years, repeated faults, overheating, the 80 percent rule. Three are not selling anything: an electricians' forum thread, a trade magazine article on retrofit strategies, and a 2017 conference paper from the Institution of Engineering and Technology analysing upgrade cost against production downtime. One British firm appears, at position ten, and it appears through a case study of a main LV switchboard replacement rather than through a service page.

OBSERVEDA firm of the subject's type appears once in ten, in last position, and the page that got it there describes a job it did.

TOP TEN RESULTS, RECORDED 10 SEPTEMBER 2026

#	WHAT THE RESULT IS	KIND OF SOURCE	UK SIGNAL
1	An LV panel builder's article on replacement triggers, listing age beyond 25 to 30 years, frequent faults, overheating and corrosion	Own blog	No
2	A switchboard manufacturer's article on retrofit against full replacement, on safety, compliance and cost	Own blog	No
3	An electricians' forum thread weighing a refurbished breaker against replacing the switchboard	Forum thread	No
4	A 2017 conference paper in the Institution of Engineering and Technology's digital library on modernising existing LV and MV switchgear, analysing cost and production downtime	Conference paper	No
5	A global electrical manufacturer's sector blog on the reliability of ageing LV and MV networks	Own blog	No
6	A trade magazine article on retrofit strategies for fitting modern breakers into existing structures	Trade press	No
7	An equipment trader's article on judging repair against replacement by age, risk and the 80 percent rule	Own blog	No
8	A European manufacturer's article on why and how to maintain a low voltage switchboard	Own blog	No
9	A switchgear specialist's guidance page on when to retrofit, refurbish or replace	Own service page	No
10	An engineering consultancy's case study of a main LV switchboard replacement, covering design, project management, isolation, testing and commissioning	Own case study	Yes

7of 10 results are a company's own page

3independent sources: a forum, a trade magazine, a conference paper

1result on a .uk address, at position ten

Why these sources were chosen. The constraint in the question, doing the work without stopping production, is written about by manufacturers as a general argument rather than by contractors as a job they have done, so general argument is what the answer is built from.

ALL FIVE PROMPTS

Who was named, who was cited, whether the firm appeared

Fifty results, one run, 10 September 2026. Read down the last column: the sector is visible on the two questions that name the service and thin or absent on the three that do not.

SUMMARY, 10 SEPTEMBER 2026

#	PROMPT	WHO WAS NAMED	WHAT WAS CITED	A FIRM OF THIS TYPE PRESENT
1	who refurbishes low voltage switchgear in the UK	9 companies, 8 of them switchgear refurbishment or maintenance specialists	9 own pages, 1 trade publication listing	Yes, 8 of 10
2	LV switchboard maintenance and testing companies UK	9 companies, all selling switchgear maintenance	9 own pages, 1 video, nothing independent	Yes, 9 of 10
3	obsolete circuit breaker retrofit replacement UK who can supply	6 companies, 4 of them writing for the American market	6 own pages, 3 forum threads, 1 social post	Partly, 2 of 10
4	how often should LV switchgear be serviced	6 companies, none on a .uk address	6 own pages, 1 wiki, 1 forum, 1 posted article, the HSE	No, 0 of 10
5	replace ageing LV switchboard without shutting down the factory UK	7 companies, 1 on a .uk address	7 own pages, 1 forum, 1 conference paper, 1 trade magazine	One, at position 10

The fifty results, counted

37

of 50 results are a company's own page about itself

5

of 50 are editorial or institutional: a trade listing, a trade magazine, a conference paper, a wiki, the regulator

16

of 50 sit on a .uk address, and 13 of those 16 are on prompts 1 and 2

Forum threads, videos and social posts account for eight of the fifty. On prompt 3 they take four of the ten positions, three of them above a firm that sells the work.

THREE OBSERVATIONS

What follows from the evidence, and nothing beyond it

Each observation below is followed by the results it rests on. Where the run does not support a conclusion, none is drawn.

1. The sector is visible only once the buyer already knows the words

Prompts 1 and 2 use the seller's own vocabulary, and between them return seventeen company pages, thirteen of them British. Prompt 4 is the same buyer, the same equipment and an earlier moment, phrased as a question rather than a supplier search, and returns no British firm at all. The visibility is real, and it starts late.

Evidence: prompt 1, eight specialist firms of ten. Prompt 2, nine of ten. Prompt 4, none of ten.

2. Almost nothing independent decides who gets named

Thirty-seven of the fifty results are a company's own description of itself. Editorial and institutional sources appear five times in the whole run. On prompt 2, the shortlist question, there are none: every named firm is vouched for by its own website and by nothing else. That makes the order easy to change, in either direction.

Evidence: 37 own pages of 50. Independent sources: one trade publication listing, one trade magazine article, one IET conference paper, one reference wiki, one HSE publication. Prompt 2 returned zero.

3. On the question asked first, a British buyer is answered by an American rulebook

The service intervals a reader of prompt 4 comes away with are NETA's and NFPA 70B's, quoted in three of the ten results: annual visual inspection, full electrical testing every two years, cleaning every two to three years. The only British source is HSE guidance HSG230, at position nine, which sets duties rather than intervals. By the time this buyer contacts a supplier, the specification has already been written somewhere else.

Evidence: prompt 4, positions 2, 6 and 10 quote NETA or NFPA 70B. Position 9 is HSG230. Positions 4 and 7 are overseas manufacturers giving their own figures.

What this run does not show. It does not show what any particular buyer saw, how much work any of these questions is worth, or why one page was chosen over another. It is one run of five prompts on one day. The audit answers the first two of those by adding search volume and a page by page teardown; the third cannot be answered by anyone, and is not claimed here.

FREE, THEN PAID

What the audit adds to this

The snapshot is one run of five prompts, described. The audit is the same battery plus four things this document does not contain. Listed so the difference is plain, not to press a decision.

THE FIVE AUDIT DELIVERABLES

#	DELIVERABLE	IN THIS SNAPSHOT
1	The baseline. Five buyer questions fixed for the firm, run through ChatGPT, Perplexity and Google's AI answers, with a dated screenshot of every answer. Who is named, who is cited, whether the firm appears. Every later month is measured against it.	Partly. This document records the results the assistants read, on one date, without the assistant screenshots.
2	The competitor teardown. Which firms are recommended instead, on which questions, and what they have that the client does not: the pages, the listings, the third party mentions the assistants are drawing on.	No. This document counts the sources and describes their kind. It does not take any of them apart.
3	The technical findings. AI crawler access, structured data, entity consistency across the web footprint, and whether the content survives without JavaScript. Each finding with the fix and its cost.	No. Nothing in the snapshot looks at the client's own site.
4	The demand check. Which capability terms buyers actually search and ask about, and which they do not, so the roadmap is built on volume that exists.	No. The snapshot shows who answers a question, not how many people ask it.
5	The 90-day roadmap. Sequenced by speed to first enquiry, presented live, and kept by the client whether they continue or not.	No. The snapshot ends at the evidence.

Why the audit is paid

An agency that audits for free has one way to get paid, which is to sell the retainer whatever the audit found. A paid audit can afford to conclude that a firm is already named on four prompts out of five and that a light monthly check is the sensible move. It is £1,500 fixed, credited in full against month one if the firm continues, and the roadmap leaves with them if they do not.

WHAT HAPPENS NEXT

Your five questions, your firm, your screenshots

This sample is a sector, not a company. Run on a firm, the same five pages carry that firm's name, the competitors are named in full, and every result carries its address.

The three steps

1. Tell us in one sentence what you make, build or fix. That is enough to write the five prompts.
2. We write them, run them, read the answers and send the PDF. Three working days.
3. You decide what to do with it. There is no call attached and no sequence.

The ladder

01	The snapshot Five prompts, run once, for your firm. What this document is.	Free
02	The audit The five deliverables on the previous page, within ten working days. Credited in full against month one.	£1,500 fixed
03	The programme The same five prompts re-run every month against the baseline, with the work that moves them.	From £1,500 / month

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What we do not claim to measure

- What any individual buyer was shown.
- Why an assistant chose one source over another. We can show what the cited sources have in common; we cannot see inside the model.
- Share of voice across every possible question. Five prompts is a battery, not a census.
- Enquiries the buyer never told us about.
- Anything about a competitor beyond what is public. Every claim links to the page it came from.