

Instill GEO

AI Visibility Audit

Technical Visibility Foundation · ATTENTION ADVISED

Anonymised UK jewellery retailer · website identity withheld
GB / en-GB · Full audit · 2026-08-11

Anonymised publication sample

This is a real completed Instill GEO audit with the audited organisation's name, domain, URLs and identifying brand references removed for publication. Percentages, counts, buyer questions, competitor evidence and methodological findings are retained from the measured audit. Text inside evidence quotations has been redacted only where it identified the audit subject; redactions are shown explicitly.

What this audit found

AI visibility for the audited organisation changes substantially with buyer intent

The audited organisation appeared in 32% of the 180 AI answers analysed and was recommended in 22%. Visibility was strongest when buyers were looking for nearby stores or places to buy and weakest when they were comparing options and assessing risks and objections. The audited organisation did not appear in 8 of the 20 buyer questions tested. Results also varied materially between AI platforms. The technical checks found no major website-access or indexability barrier.

Technical Visibility Foundation · ATTENTION ADVISED

The sampled site is accessible and indexable, with no observed blocking of Googlebot or OAI-SearchBot. One non-blocking page-structure issue was identified: the sampled About Us page did not expose a primary H1 heading.

Deterministic method 1.1 · 9 pass · 1 warning · 0 barrier · 1 evidence-only

32%

Mentioned in AI answers

22%

Recommended

20

Buyer questions tested

ANONYMISED SAMPLE

AI engines measured

Technical context

The technical checks found no major website-access or indexability issue that would prevent us from proceeding with the AI visibility analysis. 1 non-blocking technical issue was identified for review. Technical findings may constrain discovery or interpretation, but Instill GEO does not treat them as proof of what caused an AI visibility result.

Measurement at a glance. 20 buyer questions were tested across Gemini (grounded), OpenAI (search), Perplexity using repeated measurements. 180 complete AI answers were analysed. Results with fewer than 3 valid responses are visibly marked **low sample**.

Key business pattern

AI visibility for the audited organisation changes with what buyers ask: it is strongest when buyers are looking for nearby stores or places to buy and weakest when they are comparing options and assessing risks and objections.

Current relative strength

Within this audit, the audited organisation appeared most often when buyers were looking for nearby stores or places to buy: 78% mention frequency and 56% recommendation frequency.

Primary gap to investigate

Visibility fell most sharply when buyers were comparing options and assessing risks and objections. Recommendation frequency was 56 percentage points lower there than when buyers were looking for nearby stores or places to buy.

What to investigate first

Focus first on the parts of the buyer journey where people were comparing options and assessing risks and objections; the audited organisation was not recommended in those sampled answers. Review whether the website gives buyers clear, retrievable answers to those decisions before remeasuring the same frozen question panel.

How often the audited organisation appears in AI answers

ANONYMISED SAMPLE

What this means

The audited organisation appeared in 32% of the 180 AI answers analysed and was recommended in 22%. These are measured shares, not grades against an industry benchmark.

Scope	Mentioned	Recommended
Overall	32% (58/180)	22% (39/180)
Requirements-led	30% (8/27)	22% (6/27)
Risk and objection	11% (3/27)	0% (0/27)
Problem-led	56% (15/27)	33% (9/27)
Comparison	3% (1/36)	0% (0/36)
Local	78% (21/27)	56% (15/27)
Category discovery	28% (10/36)	25% (9/36)

Where the audited organisation appears — and where it doesn't

What this means

The audited organisation did not appear in 8 of the 20 buyer questions tested. This indicates that visibility is concentrated in only part of the buyer journey.

"Won" = recommended in at least 50% of a question's valid responses; "contested" = recommended but below that; "mentioned only" = appears but is never recommended; "insufficient evidence" = fewer than 3 valid responses.

Outcome	Question	Intent	Mentioned	Recommended	ANONYMISED SAMPLE present
LOST	I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?	Requirements-led	0/9	0/9	Queensmith
LOST	Lab-grown vs natural diamonds: which is the better choice for a UK engagement ring?	Comparison	0/9	0/9	Austen & Blake, Queensmith
LOST	Which engagement ring settings and metals hold up best for someone with an active job or hobby?	Requirements-led	0/9	0/9	Tiffany & Co.
LOST	How can I be sure I'm not overpaying for a diamond ring, and what certification should I insist on?	Risk and objection	0/9	0/9	Queensmith, Tiffany & Co.
LOST	How do lab-grown diamonds compare to natural ones on long-term resale value and certification?	Comparison	0/9	0/9	—
LOST	What's a realistic budget for an engagement ring in the UK in 2026, and what does the average	Category discovery	0/9	0/9	—

Outcome	Question	Intent	Mentioned	Recommended	ANONYMISED SAMPLE present
	couple actually spend?				
LOST	Would I be better off with a smaller natural diamond or a bigger lab-grown stone for the same budget?	Comparison	0/9	0/9	—
LOST	What are the risks of financing an engagement ring, and does taking credit affect the price I pay?	Risk and objection	0/9	0/9	—
CONTESTED	How can I spread the cost of an engagement ring instead of paying in one go?	Problem-led	3/9	1/9	Austen & Blake, Goldsmiths, Queensmith
CONTESTED	Which national jewellery chains have branches across the UK rather than just London?	Local	6/9	3/9	Chisholm Hunter, Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
CONTESTED	What should I look for when buying my first luxury watch, and which brands are a safe starting point?	Category discovery	1/9	1/9	Goldsmiths, Watches of Switzerland, Watchfinder & Co.

Outcome	Question	Intent	Mentioned	Recommended	ANONYMISED SAMPLE present
CONTESTED	What should I know before buying my first diamond engagement ring in the UK?	Category discovery	2/9	2/9	Goldsmiths, Queensmith
MENTIONED ONLY	What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?	Risk and objection	3/9	0/9	Goldsmiths
MENTIONED ONLY	Is buying an engagement ring online different from buying in a jewellery store in the UK?	Comparison	1/9	0/9	Austen & Blake, Goldsmiths, Queensmith
MENTIONED ONLY	How do jeweller price match promises work if I find the same ring cheaper somewhere else?	Problem-led	3/9	0/9	Goldsmiths
WON	Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	Problem-led	9/9	8/9	Austen & Blake, C W Sellors, Chisholm Hunter, Goldsmiths, Queensmith, Tiffany & Co., Watches of Switzerland
WON	Where can I buy authorised luxury watches in the UK, in store or online?	Local	6/9	5/9	Bucherer, C W Sellors, Chisholm Hunter, Goldsmiths, Harrods, Jura

Outcome	Question	Intent	Mentioned	Recommended	ANONYMISED SAMPLE present
					Watches, Watches of Switzerland, Watchfinder & Co.
WON	Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Local	9/9	7/9	C W Sellors, Goldsmiths, Watches of Switzerland
WON	Which engagement ring brands and jewellers are most popular in the UK right now?	Category discovery	7/9	6/9	Austen & Blake, Blackacre, Boodles, Chisholm Hunter, Goldsmiths, Harrods, Jessica McCormack, Queensmith, Rachel Boston, Tiffany & Co., Watches of Switzerland
WON	Do any UK jewellers give a student discount on rings or watches?	Requirements-led	8/9	6/9	Goldsmiths

Who appears alongside the audited organisation

What this means

Goldsmiths was the most visible competing business in this sample and appeared slightly more frequently than the audited organisation overall (34% versus 32%).

Competitor	Appeared in	ANONYMISED SAMPLE
Goldsmiths	34%	61
Queensmith	15%	27
Watches of Switzerland	12%	22
Chisholm Hunter	9%	16
C W Sellors	8%	14
Austen & Blake	8%	14
Tiffany & Co.	6%	11
Harrods	6%	10
Boodles	4%	8
Jura Watches	3%	6
Bucherer	3%	6
Watchfinder & Co.	2%	4
Jessica McCormack	2%	4
Rachel Boston	2%	3
Blackacre	1%	2

How visibility changes between AI platforms

What this means

Visibility for the audited organisation differed materially between AI platforms. Gemini (grounded) mentioned the business in 47% of responses compared with 20% for Perplexity; Gemini (grounded) surfaced the business more than twice as often as Perplexity. Performance on one AI system should not be treated as representative of AI visibility generally.

Engine	Mentioned	Recommended
Gemini (grounded)	47% (28/60)	28% (17/60)
OpenAI (search)	30% (18/60)	22% (13/60)
Perplexity	20% (12/60)	15% (9/60)

ANONYMISED SAMPLE

Which websites appear in the AI evidence (top 15)

What this means

In the AI answers that favoured competitors, the repeatedly appearing source evidence included the audited organisation's own website and competitor or peer websites. This helps show which parts of the online information environment repeatedly appeared when AI systems answered these buyer questions. Some sources remain unclassified and are kept as evidence only.

Source ownership is classified conservatively so competitor-owned domains are not presented as outreach or listing opportunities. The complete list is in the evidence appendix.

Domain	Source type	Competitor-favourable responses citing it	Competitor-favourable responses citing it
goldsmiths.co.uk	Competitor/peer-owned	17	Bucherer, C W Sellors, Chisholm Hunter, Goldsmiths, Harrods, Jura Watches, Queensmith, Tiffany & Co., Watches of Switzerland, Watchfinder & Co.
[audited-site domain redacted]	Prospect-owned	13	Austen & Blake, C W Sellors, Chisholm Hunter, Goldsmiths, Harrods, Jura Watches, Queensmith, Watches of Switzerland, Watchfinder & Co.
queensmith.co.uk	Competitor/peer-owned	10	Austen & Blake, Blackacre, Boodles, C W Sellors, Goldsmiths, Jessica McCormack, Queensmith, Rachel Boston
hsamuel.co.uk	Unresolved	9	Austen & Blake, C W Sellors, Chisholm Hunter, Goldsmiths, Queensmith, Watches of Switzerland
cwsellors.co.uk	Competitor/peer-owned	8	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Queensmith, Watches of Switzerland
thbaker.co.uk	Unresolved	6	C W Sellors, Chisholm Hunter, Goldsmiths, Queensmith, Watches of Switzerland, Watchfinder & Co.
austenblake.com	Competitor/peer-owned	6	Austen & Blake, Boodles, C W Sellors, Goldsmiths, Harrods, Jessica McCormack, Queensmith, Rachel Boston, Tiffany & Co.
harrods.com	Competitor/peer-owned	6	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Tiffany & Co., Watches of Switzerland, Watchfinder & Co.

Domain	Source type	Competitor-favourable responses citing it	Competitor
ernestjones.co.uk	Unresolved	6	C W Sellors, Chisholm Hunter, Goldsmiths, Tiffany & Co., Watches of Switzerland
regalhattongarden.co.uk	Unresolved	6	Austen & Blake, Blackacre, Boodles, Jessica McCormack, Queensmith, Rachel Boston
youtube.com	Unresolved	6	Austen & Blake, Blackacre, Boodles, Bucherer, C W Sellors, Goldsmiths, Harrods, Jessica McCormack, Jura Watches, Queensmith, Rachel Boston, Watches of Switzerland, Watchfinder & Co.
serendipitydiamonds.com	Unresolved	5	Austen & Blake, C W Sellors, Goldsmiths, Queensmith
reddit.com	Unresolved	5	Austen & Blake, Goldsmiths, Harrods, Queensmith, Tiffany & Co.
fraserhart.co.uk	Unresolved	5	Chisholm Hunter, Goldsmiths
jurawatches.co.uk	Competitor/peer-owned	4	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland, Watchfinder & Co.

What to investigate first

1. Missing buyer-question coverage

Comparison visibility

Observation	The audited organisation was mentioned in 3% and recommended in 0% of 36 valid comparison responses; competitors appeared in 14%.
Interpretation	Within this sampled panel, comparison is a weaker visibility context for the audited organisation; this describes the measured pattern, not its cause.
Suggested investigation	Review whether the site directly compares alternatives, trade-offs, product types and buyer choices. Start with the sampled questions where visibility was weakest: "Lab-grown vs natural diamonds: which is the better choice for a UK engagement ring?"; "How do lab-grown diamonds compare to natural ones on long-term resale value and certification?".

Expected mechanism	Clearer, directly relevant and crawlable evidence may make the brand easier for retrieval and answer systems to associate with these buyer needs.
Verification	Repeat the same frozen buyer-question panel after the changes and compare mention and recommendation frequencies for this intent across the same engines.
Caveat	The audit does not establish that a content change will cause an AI visibility change; competing sources, model behaviour and sampling variation may also affect results.

ANONYMISED SAMPLE

2. Missing buyer-question coverage

Risk and objection visibility

Observation	The audited organisation was mentioned in 11% and recommended in 0% of 27 valid risk and objection responses; competitors appeared in 15%.
Interpretation	Within this sampled panel, risk and objection is a weaker visibility context for the audited organisation; this describes the measured pattern, not its cause.
Suggested investigation	Review whether policies, guarantees, certification, pricing concerns and buyer reassurance are explicitly addressed. Start with the sampled questions where visibility was weakest: "How can I be sure I'm not overpaying for a diamond ring, and what certification should I insist on?"; "What are the risks of financing an engagement ring, and does taking credit affect the price I pay?".
Expected mechanism	Clearer, directly relevant and crawlable evidence may make the brand easier for retrieval and answer systems to associate with these buyer needs.
Verification	Repeat the same frozen buyer-question panel after the changes and compare mention and recommendation frequencies for this intent across the same engines.
Caveat	The audit does not establish that a content change will cause an AI visibility change; competing sources, model behaviour and sampling variation may also affect results.

3. Missing buyer-question coverage

Requirements-led visibility

Observation	The audited organisation was mentioned in 30% and recommended in 22% of 27 valid requirements-led responses; competitors appeared in 41%.
Interpretation	Within this sampled panel, requirements-led is a weaker visibility context for the audited organisation; this describes the measured pattern, not its cause.
Suggested investigation	Review whether pages clearly answer specific budget, eligibility, specification and suitability requirements. Start with the sampled questions where visibility was weakest: "I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?"; "Which engagement ring settings and metals hold up best for someone with an active job or hobby?".
Expected mechanism	Clearer, directly relevant and crawlable evidence may make the brand easier for retrieval and answer systems to associate with these buyer needs.
Verification	Repeat the same frozen buyer-question panel after the changes and compare mention and recommendation frequencies for this intent across the same engines.
Caveat	The audit does not establish that a content change will cause an AI visibility change; competing sources, model behaviour and sampling variation may also affect results.

4. Missing buyer-question coverage

Category discovery visibility

Observation	The audited organisation was mentioned in 28% and recommended in 25% of 36 valid category discovery responses; competitors appeared in 42%.
-------------	---

Interpretation	Within this sampled panel, category discovery is a weaker visibility context for the audited organisation; this describes the measured pattern, not its cause.
Suggested investigation	Review whether the site contains useful category-level guidance for buyers who have not yet chosen a provider or product. Start with the sampled questions where visibility was weakest: "What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?"; "What should I look for when buying my first luxury watch, and which brands are a safe starting point?".
Expected mechanism	Clearer, directly relevant and crawlable evidence may make the brand easier for retrieval and answer systems to associate with these buyer needs.
Verification	Repeat the same frozen buyer-question panel after the changes and compare mention and recommendation frequencies for this intent across the same engines.
Caveat	The audit does not establish that a content change will cause an AI visibility change; competing sources, model behaviour and sampling variation may also affect results.

ANONYMISED SAMPLE

5. Technical Visibility Foundation

Technical foundation — About page primary heading

Observation	The sampled /about-us page returned usable, indexable HTML but no H1 was observed.
Interpretation	This is a non-blocking content-structure issue, not a crawl or indexing barrier.
Suggested investigation	Review whether the page should expose one descriptive primary heading that clearly identifies the page subject.
Expected mechanism	Clearer document structure may make the supplied page meaning more explicit to retrieval and indexing systems.
Verification	Rerun the Technical Visibility Foundation after implementation.
Caveat	The audit does not establish that this technical finding caused any observed AI visibility result.

Examples from the AI answers

A sample of the strongest supporting quotes (recommendations first), each with per-field provenance — a mention can be directly observed while recommendation or sentiment remains an inferred classifier judgment. The complete, per-sample evidence is in the appendix below.

OpenAI (search) · sample 2 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

Perplexity · sample 2 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

OpenAI (search) · sample 3 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

OpenAI (search) · sample 3 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

+ 52 further evidence records in the full evidence appendix.

Buyer questions	20
Engines	Gemini (grounded), OpenAI (search), Perplexity
Planned repeats	3 samples per measurement cell
Attempted / valid	180 attempted · 180 valid · 0 unsuccessful
Measurement cells	60 planned · 0 incomplete
Completion range	3 to 3 valid samples per cell
Low-sample threshold	Fewer than 3 valid samples
Panel	panel-959d40f39e2c
Measurement contract	2.8.0
Analysis method	1.5
Business interpretation method	1.0 · production

Invalid provider calls are excluded from frequencies and client billing, although provider cost may still have been incurred.

Limitations & unsuccessful samples

All attempted samples returned analyzable answers.

- Findings are correlational: this report describes what AI assistants said, not why. It does not claim any source caused a particular outcome.

Technical Visibility Foundation — full evidence

The sampled site is accessible and indexable, with no observed blocking of Googlebot or OAI-SearchBot. One non-blocking page-structure issue was identified: the sampled About Us page did not expose a primary H1 heading.

Foundation method	1.1
Scanned	2026-08-11T14:56:33.926Z
Requested / final URL	[audited-site URL redacted]
Scope	3/3 sampled pages observed · source HTML only
Verdict	ATTENTION ADVISED

Deterministic checks

Status	Finding	Evidence
PASS	Crawl accessibility 3 sampled pages returned usable HTML.	[audited-site URL redacted] · final HTTP status: 200
PASS	Googlebot access No blocking rule was observed for Googlebot across the submitted and resolved URLs tested.	[audited-site URL redacted] · robots evaluation: allowed [audited-site URL redacted] · robots evaluation: allowed [audited-site URL redacted] · robots evaluation: allowed
PASS	OAI-SearchBot access No blocking rule was observed for OAI-SearchBot across the submitted and resolved URLs tested.	[audited-site URL redacted] · robots evaluation: allowed [audited-site URL redacted] · robots evaluation: allowed [audited-site URL redacted] · robots evaluation: allowed
PASS	Indexability No noindex directive was observed on 3 sampled pages.	[audited-site URL redacted] · indexing directive: robots: index,follow [audited-site URL redacted] · indexing directive: robots: index,follow [audited-site URL redacted] · indexing directive: robots: index,follow
PASS	Sitemap 4 valid URL sitemaps were found containing 8563 page URLs.	[audited-site URL redacted] · URL sitemap: 7085 page URLs [audited-site URL redacted] · URL sitemap: 1106 page URLs [audited-site URL redacted] · URL sitemap: 282 page URLs [audited-site URL redacted] · URL sitemap: 90 page URLs
PASS	Canonicalisation All 3 sampled pages supplied valid self-referential canonicals.	[audited-site URL redacted] · canonical: [audited-site URL redacted] [audited-site URL redacted] · canonical: [audited-site URL redacted] [audited-site URL redacted] · canonical: [audited-site URL redacted]
WARNING	Title, H1 and description 1 title or primary-heading issue was observed across the sampled pages. Next: Give important pages a descriptive title, one clear primary heading, and a useful summary description.	[audited-site URL redacted] · H1 count: 0
PASS	Internal discoverability 90 same-site links were observed on the submitted page; 2	[audited-site URL redacted] · same-site links: 90

Status	Finding	Evidence
	selected key pages were successfully observed.	
EVIDENCE	Structured business data No recognised business/entity JSON-LD type was observed on the sampled pages. Next: Where structured data is appropriate, valid schema.org business/entity markup can make supplied identity information more explicit. Its absence alone is not treated as a warning.	[audited-site URL redacted] · business/entity JSON-LD types: none observed
PASS	Language and market signals Observed signals were consistent with the requested en-GB / GB scope.	No additional evidence rows.
PASS	Basic content accessibility All 3 sampled pages exposed at least 400 characters of meaningful source-HTML text.	[audited-site URL redacted] · source text characters: 5003 [audited-site URL redacted] · source text characters: 7016 [audited-site URL redacted] · source text characters: 5561

Page observations

Final URL	HTTP	Redirects	Canonical	Index controls	Source text
[audited-site URL redacted]	200	0	[audited-site URL redacted]	robots: index,follow	5,003
[audited-site URL redacted]	200	0	[audited-site URL redacted]	robots: index,follow	7,016
[audited-site URL redacted]	200	0	[audited-site URL redacted]	robots: index,follow	5,561

Robots decisions

Evaluated URL	Agent	Decision	Match	ANONYMISED SAMPLE
[audited-site URL redacted]	Googlebot	Allowed	No matching rule	present / 200
[audited-site URL redacted]	OAI-SearchBot	Allowed	No matching rule	present / 200
[audited-site URL redacted]	InstillGEOFoundationBot	Allowed	No matching rule	present / 200
[audited-site URL redacted]	Googlebot	Allowed	No matching rule	present / 200
[audited-site URL redacted]	OAI-SearchBot	Allowed	No matching rule	present / 200
[audited-site URL redacted]	InstillGEOFoundationBot	Allowed	No matching rule	present / 200
[audited-site URL redacted]	Googlebot	Allowed	No matching rule	present / 200
[audited-site URL redacted]	OAI-SearchBot	Allowed	No matching rule	present / 200
[audited-site URL redacted]	InstillGEOFoundationBot	Allowed	No matching rule	present / 200

Sitemap resources

Resource	Kind	Reachable	Valid	Refe	ANONYMISED SAMPLE
				sitemaps	URLs
[audited-site URL redacted]	urlset	Yes	Yes	0	7085
[audited-site URL redacted]	urlset	Yes	Yes	0	1106
[audited-site URL redacted]	urlset	Yes	Yes	0	282
[audited-site URL redacted]	unknown	Yes	Not evaluated	0	0
[audited-site URL redacted]	urlset	Yes	Yes	0	90

Foundation interpretation limits

- This is a deterministic technical-readiness scan, not a complete SEO audit or a guarantee of crawling, indexing, retrieval, ranking, mention, or recommendation.
- Page-content checks inspect returned source HTML only; JavaScript-rendered content is not executed in Foundation method 1.1.
- Internal discoverability is based on the submitted page and up to 6 selected same-site pages, not a complete orphan-page crawl.
- Technical findings may constrain discovery or interpretation but are not treated as causes of observed AI visibility.

Exact evidence — all samples

The complete per-sample evidence trail. Provenance is shown per field.

Perplexity · sample 2 · requested sonar-pro · reported sonar-pro
Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5
Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"
Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

Perplexity · sample 3 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

Perplexity · sample 2 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Where can I buy authorised luxury watches in the UK, in store or online?

Perplexity · sample 1 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

Perplexity · sample 2 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

Perplexity · sample 3 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

Perplexity · sample 2 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

Perplexity · sample 3 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

Perplexity · sample 2 · requested sonar-pro · reported sonar-pro

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

Gemini (grounded) · sample 2 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: How can I spread the cost of an engagement ring instead of paying in one go?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

Gemini (grounded) · sample 2 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

Gemini (grounded) · sample 2 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Where can I buy authorised luxury watches in the UK, in store or online?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which national jewellery chains have branches across the UK rather than just London?

Gemini (grounded) · sample 2 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which national jewellery chains have branches across the UK rather than just London?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which national jewellery chains have branches across the UK rather than just London?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

Gemini (grounded) · sample 2 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

Gemini (grounded) · sample 2 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: What should I look for when buying my first luxury watch, and which brands are a safe starting point?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: What should I know before buying my first diamond engagement ring in the UK?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: What should I know before buying my first diamond engagement ring in the UK?

OpenAI (search) · sample 1 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

OpenAI (search) · sample 2 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

OpenAI (search) · sample 3 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

OpenAI (search) · sample 1 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Where can I buy authorised luxury watches in the UK, in store or online?

OpenAI (search) · sample 2 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Where can I buy authorised luxury watches in the UK, in store or online?

OpenAI (search) · sample 3 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Where can I buy authorised luxury watches in the UK, in store or online?

OpenAI (search) · sample 2 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

OpenAI (search) · sample 1 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

OpenAI (search) · sample 2 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

OpenAI (search) · sample 3 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

OpenAI (search) · sample 1 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

OpenAI (search) · sample 2 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

OpenAI (search) · sample 3 · requested gpt-5 · reported gpt-5-2025-08-07

Recommendation: **yes** **INFERRED** classifier claude-opus-5 · method 1.5

Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

Perplexity · sample 1 · requested sonar-pro · reported sonar-pro

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?

Perplexity · sample 1 · requested sonar-pro · reported sonar-pro

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which engagement ring brands and jewellers are most popular in the UK right now?

Perplexity · sample 1 · requested sonar-pro · reported sonar-pro

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?

Gemini (grounded) · sample 2 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

ANONYMISED SAMPLE

Mention: **yes** OBSERVED Sentiment: **neutral** INFERRED classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** OBSERVED Sentiment: **neutral** INFERRED classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: How can I spread the cost of an engagement ring instead of paying in one go?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** OBSERVED Sentiment: **neutral** INFERRED classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: How can I spread the cost of an engagement ring instead of paying in one go?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** OBSERVED Sentiment: **positive** INFERRED classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Where can I buy authorised luxury watches in the UK, in store or online?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** OBSERVED Sentiment: **positive** INFERRED classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Is buying an engagement ring online different from buying in a jewellery store in the UK?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** OBSERVED Sentiment: **neutral** INFERRED classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Do any UK jewellers give a student discount on rings or watches?

Gemini (grounded) · sample 1 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** OBSERVED Sentiment: **neutral** INFERRED classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: How do jeweller price match promises work if I find the same ring cheaper somewhere else?

Gemini (grounded) · sample 2 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: How do jeweller price match promises work if I find the same ring cheaper somewhere else?

Gemini (grounded) · sample 3 · requested gemini-3.5-flash · reported gemini-3.5-flash

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: How do jeweller price match promises work if I find the same ring cheaper somewhere else?

OpenAI (search) · sample 1 · requested gpt-5 · reported gpt-5-2025-08-07

Mention: **yes** **OBSERVED** Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which national jewellery chains have branches across the UK rather than just London?

OpenAI (search) · sample 2 · requested gpt-5 · reported gpt-5-2025-08-07

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which national jewellery chains have branches across the UK rather than just London?

OpenAI (search) · sample 3 · requested gpt-5 · reported gpt-5-2025-08-07

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Which national jewellery chains have branches across the UK rather than just London?

OpenAI (search) · sample 1 · requested gpt-5 · reported gpt-5-2025-08-07

Mention: **yes** **OBSERVED** Sentiment: **positive** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

OpenAI (search) · sample 3 · requested gpt-5 · reported gpt-5-2025-08-07

Mention: **yes** **OBSERVED** Sentiment: **neutral** **INFERRED** classifier claude-opus-5 · method 1.5

"[Evidence excerpt redacted because it identifies the audited organisation.]"

Q: Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?

Median brand list position by engine

DERIVED

ANONYMISED SAMPLE

Where an answer ranked options in an explicit list, the brand's ordinal — aggregated per question and engine (never pooled across engines). The median resists a single outlier repeat; the range shows rank stability. "Ranked samples" below the sample count means the brand often did not appear in an explicit list at all.

AMPLE - ANO'

Question	Engine	Ranked samples	ANONYMISED SAMPLE	
			position	(best – worst)
What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?	Gemini (grounded)	2	#1	#1 – #1
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	Gemini (grounded)	3	#1	#1 – #6
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	OpenAI (search)	3	#4	#1 – #4
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	Perplexity	2	#4.5	#4 – #5
Where can I buy authorised luxury watches in the UK, in store or online?	OpenAI (search)	3	#2	#2 – #3
Where can I buy authorised luxury watches in the UK, in store or online?	Perplexity	1	#6	#6 – #6
Where can I buy authorised luxury watches in the UK, in store or online?	Gemini (grounded)	2	#8	#7 – #9
Which national jewellery chains have branches across the UK rather than just London?	Gemini (grounded)	3	#1	#1 – #1
Which national jewellery chains have branches across the UK rather than just London?	OpenAI (search)	3	#4	#2 – #4
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Gemini (grounded)	3	#1	#1 – #2
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Perplexity	3	#2	#1 – #4
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	OpenAI (search)	3	#3	#1 – #3
Is buying an engagement ring online different from buying in a jewellery store in the UK?	Gemini (grounded)	1	#4	#4 – #4

Question	Engine	Ranked samples	ANONYMISED SAMPLE	
			position	(best – worst)
Which engagement ring brands and jewellers are most popular in the UK right now?	Gemini (grounded)	1	#2	#2 – #2
Which engagement ring brands and jewellers are most popular in the UK right now?	OpenAI (search)	3	#2	#1 – #2
Which engagement ring brands and jewellers are most popular in the UK right now?	Perplexity	3	#3	#2 – #4
Do any UK jewellers give a student discount on rings or watches?	OpenAI (search)	3	#4	#1 – #4
Do any UK jewellers give a student discount on rings or watches?	Perplexity	1	#5	#5 – #5
Do any UK jewellers give a student discount on rings or watches?	Gemini (grounded)	2	#5.5	#4 – #7
How do jeweller price match promises work if I find the same ring cheaper somewhere else?	Gemini (grounded)	3	#2	#2 – #4
What should I look for when buying my first luxury watch, and which brands are a safe starting point?	Gemini (grounded)	1	#1	#1 – #1
What should I know before buying my first diamond engagement ring in the UK?	Gemini (grounded)	2	#3	#3 – #3

Derived findings DERIVED

Per-sample detail behind the aggregates above. Brand list position is the ordinal within an explicit recommendation list; cited sources are normalized citation domains.

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Perplexity	3	#1	[audited-site domain redacted], chapelle.co.uk, crestagems.com, cwsellers.co.uk, derbion.com, derby.cylex-uk.co.uk, fhinds.co.uk, gemstonejewelersonline.com, goldsmiths.co.uk, gotolouisville.com, jewellerycut.com, littlejohnsderbyjewelry.com, lmgjewellery.co.uk, mirpurjewellersderby.co.uk, mylocaljeweller.co.uk, warrenjames.co.uk, yell.com, yellowpages.com	
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Gemini (grounded)	1	#1	[audited-site domain redacted], cftm.co.uk, derbion.com, diamond-heaven.co.uk, ernestjones.co.uk, experienceguildford.com, facebook.com, fhinds.co.uk, goldsmiths.co.uk, hsamuel.co.uk, judithhartjewellers.co.uk, monicavinader.com, traffordcentre.co.uk	
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Gemini (grounded)	2	#1	[audited-site domain redacted], cftm.co.uk, derbion.com, diamond-heaven.co.uk, ernestjones.co.uk, facebook.com, fhinds.co.uk, goldsmiths.co.uk, guidesforbrides.co.uk, hsamuel.co.uk, jewelersaround.co.uk, judithhartjewellers.co.uk, simonpure.co.uk, steveparsonsdesign.co.uk, traffordcentre.co.uk, trustpilot.com, yell.com	
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	OpenAI (search)	3	#1	cftm.co.uk, cwsellers.co.uk, ernestjones.co.uk, fhinds.co.uk, goldsmiths.co.uk, hsamuel.co.uk, judithhartjewellers.co.uk, prestonsdiamonds.co.uk, thefriaryguildford.com, traffordcentre.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Do any UK jewellers give a student discount on rings or watches?	OpenAI (search)	3	#1	dev.fraserhart.co.uk, goldsmiths.co.uk, help.watchshop.com, myunidays.com, secure.gocertify.me, studentbeans.com, uk.pandora.net	
What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?	Gemini (grounded)	1	#1	bankslyon.co.uk, [audited-site domain redacted], diamond-heaven.co.uk, diamonddealerdirect.co.uk, fraserhart.co.uk, hatton-jewellers.com, hsamuel.co.uk, marketcrossjewellers.com, rarecarat.com, sandrjewellers.com, shiningdiamonds.co.uk, stevenstone.co.uk, taylorandhart.com	
What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?	Gemini (grounded)	3	#1	[audited-site domain redacted], bluenile.com, cwsellers.co.uk, diamonddealerdirect.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, purelydiamonds.co.uk, thbaker.co.uk, therichco.uk, z4-forum.com	
What should I look for when buying my first luxury watch, and which brands are a safe starting point?	Gemini (grounded)	3	#1	chisholmhunter.co.uk, chrono24.co.uk, chrono24.com, everestbands.com, mgbwatches.com, pricerunner.com, swisswatchesdirect.co.uk, watches-of-switzerland.co.uk, youtube.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Which engagement ring brands and jewellers are most popular in the UK right now?	OpenAI (search)	1	#1	awards.retail-jeweller.com, [audited-site domain redacted], dcjewellery.com, investigate.co.uk, professionaljeweller.com, s26.q4cdn.com, standard.co.uk, taylorandhart.com	
Which national jewellery chains have branches across the UK rather than just London?	Gemini (grounded)	1	#1	cylex-uk.co.uk, ernestjones.co.uk, fhinds.co.uk, goldsmiths.co.uk, professionaljeweller.com, wikipedia.org	
Which national jewellery chains have branches across the UK rather than just London?	Gemini (grounded)	2	#1	[audited-site domain redacted], chisholmhunter.co.uk, ernestjones.co.uk, familybusinessunited.com, fhinds.co.uk, goldsmiths.co.uk, hsamuel.co.uk, one4allrewards.co.uk, priorymeadow.com, professionaljeweller.com, skyjems.ca, totaljobs.com, warrenjames.co.uk, wikipedia.org, yorkshire.com	
Which national jewellery chains have branches across the UK rather than just London?	Gemini (grounded)	3	#1	[audited-site domain redacted], chisholmhunter.co.uk, cylex-uk.co.uk, ernestjones.co.uk, fhinds.co.uk, fraserhart.co.uk, goldsmiths.co.uk, graceandcojewellery.co.uk, onenewchange.com, oris.ch, professionaljeweller.com, theglades.co.uk, warrenjames.co.uk, wikipedia.org	
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	Gemini (grounded)	2	#1	austenblake.com, [audited-site domain redacted], berrysjewellers.co.uk, chisholmhunter.co.uk, diamondsfactory.co.uk, ernestjones.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, johnsonsjewellers.co.uk, mappinandwebb.com, qualitydiamonds.co.uk, queensmith.co.uk, robertgatwardjewellers.co.uk, tiffany.co.uk	
Which UK jewellers offer	Gemini (grounded)	3	#1	austenblake.com, [audited-site domain redacted], chisholmhunter.co.uk, diamondsfactory.co.uk,	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
0% APR interest-free credit on engagement rings and diamond jewellery?				ernestjones.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, marieclaire.co.uk, milled.com, myprosandcons.com, qualitydiamonds.co.uk, queensmith.co.uk, shiningdiamonds.co.uk, tenereteam.com, watches-of-switzerland.co.uk, womanandhome.com	
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	OpenAI (search)	3	#1	77diamonds.com, austenblake.com, [audited-site domain redacted], berrysjewellers.co.uk, chisholmhunter.co.uk, cwsellors.co.uk, diamondsfactory.co.uk, ernestjones.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, james-porter.co.uk, jeffries.diamonds, qualitydiamonds.co.uk, support.rox.co.uk, thediamondstore.co.uk	
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Perplexity	1	#2	[audited-site domain redacted], chapelle.co.uk, crestagems.com, cwsellors.co.uk, derbion.com, derby.cylex-uk.co.uk, fhinds.co.uk, gemstonejewelersonline.com, goldsmiths.co.uk, haydonco.com, jewellerycut.com, littlejohnsderbyjewelry.com, lmgjewellery.co.uk, mirpurjewellersderby.co.uk, saslowshenebrys.com, stores.kay.com, warrenjames.co.uk, yell.com, yellowpages.com	
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Gemini (grounded)	3	#2	[audited-site domain redacted], cftm.co.uk, cylex-uk.co.uk, derbion.com, diamond-heaven.co.uk, ernestjones.co.uk, experienceguildford.com, fhinds.co.uk, goldsmiths.co.uk, hsamuel.co.uk, judithhartjewellers.co.uk, mylocaljeweller.co.uk, thefriaryguildford.com, traffordcentre.co.uk	
How do jeweller price match promises work if I find the same ring cheaper	Gemini (grounded)	1	#2	[audited-site domain redacted], checkpricematch.com, couponfollow.com, ernestjones.co.uk, facebook.com, goldsmiths.co.uk, moneysavingexpert.com, pistonheads.com, playpennies.com, whartongoldsmith.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
somewhere else?					
How do jeweller price match promises work if I find the same ring cheaper somewhere else?	Gemini (grounded)	2	#2	bankslyon.co.uk, [audited-site domain redacted], cwsellers.co.uk, diamonddealerdirect.co.uk, ernestjones.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, marketcrossjewellers.com, playpennies.com, rolexforums.com, the-independent.com	
Where can I buy authorised luxury watches in the UK, in store or online?	OpenAI (search)	1	#2	[audited-site domain redacted], breitling.mom, bucherer.com, cartier.com, dmr.co.uk, fraserhart.co.uk, goldsmiths.co.uk, grandseikoboutique.co.uk, laingsuk.com, newsroom.rolex.com, omega.co.uk, patek.com, prestonsdiamonds.co.uk, rolex.com, selfridges.com, tagheuer.com	
Where can I buy authorised luxury watches in the UK, in store or online?	OpenAI (search)	2	#2	[audited-site domain redacted], berrysjewellers.co.uk, breitling.com, bucherer.com, cartier.com, dmr.co.uk, ernestjones.co.uk, grandseikoboutique.co.uk, iwc.com, laingsuk.com, pragnell.co.uk, rolex.com, watches-of-switzerland.co.uk	
Which engagement ring brands and jewellers are most popular in the UK right now?	Perplexity	2	#2	astardiamonds.co.uk, countryandtownhouse.com, countrylife.co.uk, elle.com, expertreviews.co.uk, forbes.com, harpersbazaar.com, hitched.co.uk, jewelryshoppingguide.com, marieclaire.co.uk, ringspo.com, scottish4066.rssing.com, standard.co.uk, thediamondstore.co.uk, thmarch.co.uk	
Which engagement ring brands and jewellers are most popular in the UK right now?	Gemini (grounded)	3	#2	astardiamonds.co.uk, astellajewellery.co.uk, austenblake.com, awareness-avenue.co.uk, [audited-site domain redacted], countryandtownhouse.com, diamond-heaven.co.uk, ernestjones.co.uk, fentonand.co, londonrocksjewellery.co.uk, queensmith.co.uk, rachelboston.co.uk, reddit.com, regalhattongarden.co.uk, taylorandhart.com, thegentlemansjournal.com, thehandbook.com,	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
				theweddingedition.co.uk, westcountrygoldsmiths.com	
Which engagement ring brands and jewellers are most popular in the UK right now?	OpenAI (search)	2	#2	awards.retail-jeweller.com, jewelleryfocus.co.uk, professionaljeweller.com, s26.q4cdn.com, salience.co.uk, standard.co.uk, vogue.co.uk	
Which engagement ring brands and jewellers are most popular in the UK right now?	OpenAI (search)	3	#2	awards.retail-jeweller.com, professionaljeweller.com, vogue.co.uk, weddingshub.co.uk	
Which national jewellery chains have branches across the UK rather than just London?	OpenAI (search)	2	#2	—	
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	OpenAI (search)	1	#3	cftm.co.uk, derbion.com, diamond-heaven.co.uk, fhinds.co.uk, goldsmiths.co.uk, harringtonbrookshaw.co.uk, hsamuel.co.uk, judithhartjewellers.co.uk, seikowatches.com, traffordcentre.co.uk, yell.com	
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try	OpenAI (search)	2	#3	cftm.co.uk, derbion.com, diamond-heaven.co.uk, fhinds.co.uk, goldsmiths.co.uk, harringtonbrookshaw.co.uk, judithhartjewellers.co.uk, prestonsdiamonds.co.uk, traffordcentre.co.uk, yell.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
engagement rings on?					
What should I know before buying my first diamond engagement ring in the UK?	Gemini (grounded)	1	#3	bja.org.uk, compliancegate.com, fultonjewellery.co.uk, gov.uk, labgrown.diamonds, queensmith.co.uk, regalhattongarden.co.uk, theassayoffice.co.uk, westcountrygoldsmiths.com, youtube.com	
What should I know before buying my first diamond engagement ring in the UK?	Gemini (grounded)	3	#3	—	
Where can I buy authorised luxury watches in the UK, in store or online?	OpenAI (search)	3	#3	audemarspiguet.com, [audited-site domain redacted], berrysjewellers.co.uk, breitling.com, bucherer.com, dmr.co.uk, grand-seiko.com, laingsuk.com, patek.com, rolex.com, store.breitling.com, stores.cartier.com, tagheuer.com, thewosgroupplc.com, tudorwatch.com	
Which engagement ring brands and jewellers are most popular in the UK right now?	Perplexity	1	#3	astardiamonds.co.uk, austenblake.com, countrylife.co.uk, elle.com, expertreviews.co.uk, harpersbazaar.com, hitched.co.uk, jewelryshoppingguide.com, marieclaire.co.uk, reddit.com, scottish4066.rssing.com, standard.co.uk, thecutlondon.com, thediamondringcompany.co.uk, thegentlemansjournal.com, thmarch.co.uk, tiffany.co.uk	
Are there jewellers with stores near Derby, Guildford or the Trafford Centre where I can try engagement rings on?	Perplexity	2	#4	[audited-site domain redacted], burnells.com, business.derbychamber.com, cwsellers.co.uk, derbion.com, derby.cylex-uk.co.uk, fhinds.co.uk, goldsmiths.co.uk, jewellerycut.com, merchantsjewellers.com, mirpurjewellersderby.co.uk, mylocaljeweller.co.uk, powelljewelry.net, riddlesjewelry.com, stores.zales.com, warrenjames.co.uk, willyou.net, yell.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Do any UK jewellers give a student discount on rings or watches?	Gemini (grounded)	2	#4	argento.com, astridandmiyu.com, [audited-site domain redacted], carrieelizabeth.co.uk, ernestjones.co.uk, firstclasswatches.co.uk, gocertify.me, goldsmiths.co.uk, hsamuel.co.uk, marieclaire.co.uk, myunidays.com, savethestudent.org, studentbeans.com, totum.com	
Do any UK jewellers give a student discount on rings or watches?	OpenAI (search)	1	#4	casio.com, goldsmiths.co.uk, help.studentbeans.com, myunidays.com, studentbeans.com, uk.pandora.net	
Do any UK jewellers give a student discount on rings or watches?	OpenAI (search)	2	#4	casio.com, goldsmiths.co.uk, help.studentbeans.com, help.watchshop.com, myunidays.com, studentbeans.com, uk.pandora.net	
How do jeweller price match promises work if I find the same ring cheaper somewhere else?	Gemini (grounded)	3	#4	bankslyon.co.uk, [audited-site domain redacted], cwsellers.co.uk, diamonddealerdirect.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, marketcrossjewellers.com, t3.com, thbaker.co.uk, vouchercodes.co.uk	
Is buying an engagement ring online different from buying in a jewellery store in the UK?	Gemini (grounded)	3	#4	—	
Which engagement ring brands and jewellers are most popular in the UK right now?	Perplexity	3	#4	astardiamonds.co.uk, countryandtownhouse.com, countrylife.co.uk, elle.com, expertreviews.co.uk, forbes.com, harpersbazaar.com, hitched.co.uk, jewelryshoppingguide.com, marieclaire.co.uk, ringspo.com, scottish4066.rssing.com, standard.co.uk, thediamondstore.co.uk, thmarch.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Which national jewellery chains have branches across the UK rather than just London?	OpenAI (search)	1	#4	[audited-site domain redacted], chisholmhunter.co.uk, ernestjones.co.uk, fhinds.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, laingsuk.com, rox.co.uk, swarovski.com, thbaker.co.uk, uk.pandora.net, warrenjames.co.uk	
Which national jewellery chains have branches across the UK rather than just London?	OpenAI (search)	3	#4	—	
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	Perplexity	3	#4	[audited-site domain redacted], cwsellers.co.uk, dcjewellery.com, dev.fraserhart.co.uk, diamond-heaven.co.uk, diamondsfactory.co.uk, goldsmiths.co.uk, hsamuel.co.uk, hughrice.co.uk, qualitydiamonds.co.uk, queensmith.co.uk, robertgatwardjewellers.co.uk, serendipitydiamonds.com, thbaker.co.uk	
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	OpenAI (search)	1	#4	angelicdiamonds.com, [audited-site domain redacted], berrysjewellers.co.uk, chisholmhunter.co.uk, cwsellers.co.uk, diamond-heaven.co.uk, diamondsfactory.co.uk, ernestjones.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, laingsuk.com, qualitydiamonds.co.uk, robertgatwardjewellers.co.uk, shiningdiamonds.co.uk, support.rox.co.uk, thediamondstore.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	OpenAI (search)	2	#4	77diamonds.com, austenblake.com, [audited-site domain redacted], berrysjewellers.co.uk, chisholmhunter.co.uk, diamondsfactory.co.uk, ernestjones.co.uk, fhinds.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, laingsuk.com, qualitydiamonds.co.uk, queensmith.co.uk, robertgatwardjewellers.co.uk, rox.co.uk, thediamondstore.co.uk	
Do any UK jewellers give a student discount on rings or watches?	Perplexity	2	#5	118m8.com, accessorize.com, astridandmiyu.com, [audited-site domain redacted], faithjewellers.co.uk, goldsmiths.co.uk, groupon.co.uk, jewelcast.co.uk, junkjewels.co.uk, regalrose.co.uk, serendipitydiamonds.com, studentbeans.com, thejewelelite.com, uk.pandora.net, vouchercodes.co.uk	
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	Perplexity	2	#5	austenblake.com, [audited-site domain redacted], chisholmhunter.co.uk, cwsellors.co.uk, dcjewellery.com, dev.fraserhart.co.uk, diamond-heaven.co.uk, diamondsfactory.co.uk, goldsmiths.co.uk, hsamuel.co.uk, hughrice.co.uk, qualitydiamonds.co.uk, queensmith.co.uk, robertgatwardjewellers.co.uk, serendipitydiamonds.com, thbaker.co.uk	
Where can I buy authorised luxury watches in the UK, in store or online?	Perplexity	2	#6	[audited-site domain redacted], berrysjewellers.co.uk, cwsellors.co.uk, goldsmiths.co.uk, harringtonhallworth.co.uk, harrods.com, iwc.com, jaeger-lecoultre.com, jamesmoorejewellers.co.uk, jurawatches.co.uk, [related-brand URL redacted], thatsup.co.uk, watches-of-switzerland.co.uk, zenith-watches.com	
Which UK jewellers offer 0% APR interest-free credit on engagement rings and	Gemini (grounded)	1	#6	77diamonds.com, astardiamonds.co.uk, austenblake.com, [audited-site domain redacted], chisholmhunter.co.uk, ernestjones.co.uk, facebook.com, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, klarna.com, milled.com, queensmith.co.uk, taylorandhart.com, watchcrunch.com, yell.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
diamond jewellery?					
Do any UK jewellers give a student discount on rings or watches?	Gemini (grounded)	1	#7	118m8.com, [audited-site domain redacted], dontpayfull.com, goldsmiths.co.uk, hotukdeals.com, hsamuel.co.uk, marieclaire.co.uk, myunidays.com, pandora.net, playpennies.com, savethestudent.org, sheerlux.com, studentbeans.com, vouchercode.co.uk, xstudentdiscounts.co.uk	
Where can I buy authorised luxury watches in the UK, in store or online?	Gemini (grounded)	1	#7	berrysjewellers.co.uk, firstclasswatches.co.uk, goldsmiths.co.uk, harrods.com, jurawatches.co.uk, mappinandwebb.com, mrporter.com, watches-of-switzerland.co.uk, watchfinder.co.uk, watchpro.com, youtube.com	
Where can I buy authorised luxury watches in the UK, in store or online?	Gemini (grounded)	2	#9	berrysjewellers.co.uk, cwsellers.co.uk, facebook.com, globaldata.com, jurawatches.co.uk, laingsuk.com, londonstockexchange.com, mrporter.com, trustpilot.com, watches-of-switzerland.co.uk, watchpro.com, wikipedia.org, youtube.com	
Do any UK jewellers give a student discount on rings or watches?	Perplexity	1	—	accessorize.com, astridandmiyu.com, [audited-site domain redacted], faithjewellers.co.uk, goldsmiths.co.uk, groupon.co.uk, jewelcast.co.uk, junkjewels.co.uk, regalrose.co.uk, serendipitydiamonds.com, sheerlux.com, studentbeans.com, thejewelelite.com, uk.pandora.net, vouchercode.co.uk	
Do any UK jewellers give a student discount on rings or watches?	Perplexity	3	—	118m8.com, accessorize.com, argento.com, astridandmiyu.com, faithjewellers.co.uk, goldsmiths.co.uk, groupon.co.uk, jewelcast.co.uk, junkjewels.co.uk, regalrose.co.uk, serendipitydiamonds.com, studentbeans.com, thejewelelite.com, uk.pandora.net, vouchercode.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Do any UK jewellers give a student discount on rings or watches?	Gemini (grounded)	3	—	[audited-site domain redacted], daisyjewellery.com, dontpayfull.com, gocertify.me, hsamuel.co.uk, jewellerybox.co.uk, myunidays.com, pandora.net, playpennies.com, savvyvouchers.co.uk, sheerlux.com, studentbeans.com, the-independent.com, totum.com	
How can I be sure I'm not overpaying for a diamond ring, and what certification should I insist on?	Perplexity	1	—	1883magazine.com, bellmans.com, blog.brilliance.com, chrysella.com, dialmaz.com, diamondion.com, estatediamondjewelry.com, jeweltrendpro.com, luxurebyii.com, nelsonestatejewelers.com, rarecarat.com, reddit.com, refinedbyrobyn.com, siroo.co, tashvi.ai, wisebread.com	
How can I be sure I'm not overpaying for a diamond ring, and what certification should I insist on?	Perplexity	2	—	1883magazine.com, bellmans.com, blog.brilliance.com, chrysella.com, dialmaz.com, diamondion.com, estatediamondjewelry.com, jeweltrendpro.com, luxurebyii.com, nelsonestatejewelers.com, rarecarat.com, reddit.com, refinedbyrobyn.com, siroo.co, tashvi.ai, wisebread.com	
How can I be sure I'm not overpaying for a diamond ring, and what certification should I insist on?	Perplexity	3	—	1883magazine.com, blog.brilliance.com, dialmaz.com, diamondion.com, diamondsncolors.com, estatediamondjewelry.com, jeweltrendpro.com, learningjewelry.com, luxurebyii.com, nelsonestatejewelers.com, rarecarat.com, reddit.com, refinedbyrobyn.com, siroo.co, tashvi.ai	
How can I be sure I'm not overpaying for a diamond ring, and what certification should I insist on?	Gemini (grounded)	1	—	1883magazine.com, bellmans.com, brilliance.com, brilliantearth.com, gemaandco.com, heirloom.london, qualitydiamonds.co.uk, reddit.com, ringsofuk.com, siroo.co	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
How can I be sure I'm not overpaying for a diamond ring, and what certification should I insist on?	Gemini (grounded)	3	—	amandafinejewelry.com, finediamondsrus.com, gemaandco.com, grayandsons.com, joyalukkas.com, labgems.com, madisondia.com, middiamonds.com, unijewels.com	
How can I spread the cost of an engagement ring instead of paying in one go?	Perplexity	1	—	brilliantearth.com, businessinsider.com, cnbc.com, credible.com, danielsjewelers.com, discover.com, finder.com, fool.com, helzberg.com, jared.com, lendingtree.com, moneylion.com, nerdwallet.com, onemainfinancial.com, reddit.com, robbinsbrothers.com, sofi.com, vrai.com, wallethub.com	
How can I spread the cost of an engagement ring instead of paying in one go?	Perplexity	2	—	brilliantearth.com, businessinsider.com, cnbc.com, credible.com, danielsjewelers.com, discover.com, finder.com, fool.com, helzberg.com, jared.com, lendingtree.com, moneylion.com, nerdwallet.com, onemainfinancial.com, reddit.com, sofi.com, vrai.com, wallethacks.com, wallethub.com	
How can I spread the cost of an engagement ring instead of paying in one go?	Perplexity	3	—	brilliantearth.com, businessinsider.com, cnbc.com, credible.com, danielsjewelers.com, discover.com, finder.com, fool.com, helzberg.com, jared.com, lendingtree.com, moneylion.com, nerdwallet.com, onemainfinancial.com, reddit.com, robbinsbrothers.com, sofi.com, synchrony.com, vrai.com, wallethub.com	
How can I spread the cost of an engagement ring instead of paying in one go?	Gemini (grounded)	1	—	[audited-site domain redacted], diamondsfactory.co.uk, experian.co.uk, hsamuel.co.uk, moneysavingexpert.com, nationwide.co.uk, queensmith.co.uk, thediamondstore.co.uk	
How can I spread the cost of an	Gemini (grounded)	2	—	austenblake.com, [audited-site domain redacted], diamond-heaven.co.uk, hsbco.co.uk, london-victorian-ring.com, moneysavingexpert.com,	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
engagement ring instead of paying in one go?				queensmith.co.uk, ringsofuk.com, saga.co.uk, serendipitydiamonds.com, shiningdiamonds.co.uk, which.co.uk	
How can I spread the cost of an engagement ring instead of paying in one go?	Gemini (grounded)	3	—	angelicdiamonds.com, austenblake.com, [audited-site domain redacted], brownsfamilyjewellers.co.uk, diamond-heaven.co.uk, diamondsfactory.co.uk, kandoo.co.uk, mozerisfineantiques.com, queensmith.co.uk, reddit.com, revediamonds.com, shiningdiamonds.co.uk, youtube.com	
How do jeweller price match promises work if I find the same ring cheaper somewhere else?	Perplexity	1	—	antiquejewelrymall.com, b2cjewels.com, berkeleygems.com, berrysjewellers.co.uk, bluenile.com, cwsellers.co.uk, danielwilliamdiamonds.com, doamore.com, fields.ie, grownbrilliance.com, jared.com, jewelplus.com, kay.com, malhotrajewellers.ca, ring.com, shiningdiamonds.co.uk, solomonbrothers.com, svsfinejewelry.com, vonbargensjewelry.com	
How do jeweller price match promises work if I find the same ring cheaper somewhere else?	Perplexity	2	—	antiquejewelrymall.com, b2cjewels.com, berkeleygems.com, berrysjewellers.co.uk, bluenile.com, cwsellers.co.uk, danielwilliamdiamonds.com, doamore.com, fields.ie, grownbrilliance.com, jared.com, jonesandson.com, kay.com, malhotrajewellers.ca, mitchumjewelers.com, reddit.com, shiningdiamonds.co.uk, solomonbrothers.com, svsfinejewelry.com, vonbargensjewelry.com	
How do jeweller price match promises work if I find the same ring cheaper somewhere else?	Perplexity	3	—	berkeleygems.com, berrysjewellers.co.uk, cwsellers.co.uk, danielwilliamdiamonds.com, fields.ie, grownbrilliance.com, jared.com, jewelplus.com, kay.com, malhotrajewellers.ca, shiningdiamonds.co.uk, solomonbrothers.com, vonbargensjewelry.com	
How do lab-grown diamonds	Perplexity	1	—	alibaba.com, brdiamonds.com, brite.co, bybonniejewelry.com, diavlia.com, goodstoneinc.com, karaters.com,	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
compare to natural ones on long-term resale value and certification?				lioridiamonds.com, pricescope.com, queensmith.co.uk, rarecarat.com, reddit.com, revediamonds.com, silvadi.com, thediamondguys.com, twiceloved.com, wealthysinglemommy.com	
How do lab-grown diamonds compare to natural ones on long-term resale value and certification?	Perplexity	2	—	alibaba.com, brillistar.com, brite.co, bybonniejewelry.com, fireandbrilliance.com, gemjewelersco.com, labgrownvsnaturaldiamond.com, lioridiamonds.com, reddit.com, regal.studio, revediamonds.com, samuelsonsdiamonds.com, uniglodiamonds.com, varniya.com, whitepinediamonds.com	
How do lab-grown diamonds compare to natural ones on long-term resale value and certification?	Perplexity	3	—	alibaba.com, brillistar.com, brite.co, gemjewelersco.com, labgrownvsnaturaldiamond.com, lioridiamonds.com, reddit.com, regal.studio, revediamonds.com, samuelsonsdiamonds.com, uniglodiamonds.com, varniya.com, whitepinediamonds.com	
How do lab-grown diamonds compare to natural ones on long-term resale value and certification?	Gemini (grounded)	1	—	blissdiamond.com, diagaa.com, gia.edu, javda.com, lioridiamonds.com, mavilo.com, mouza.co.uk, nationaljeweler.com, naturaldiamonds.com, plumdiamonds.com, signorajewels.com, stienhardt.com, theicelane.com, whiteflash.com, xaviajewels.com	
How do lab-grown diamonds compare to natural ones on long-term resale value and certification?	Gemini (grounded)	2	—	blissdiamond.com, diagaa.com, gemonediamond.com, gia.edu, javda.com, lilydiajewellery.com, lioridiamonds.com, mavilo.com, mouza.co.uk, naturaldiamonds.com, plumdiamonds.com, reddit.com, signorajewels.com, stienhardt.com, whiteflash.com, youtube.com	
How do lab-grown	Gemini (grounded)	3	—	diagaa.com, diamond-labs.co.uk, diamondsbyuk.co.uk, dracodiamond.com,	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
diamonds compare to natural ones on long-term resale value and certification?				gemjewelersco.com, gia.edu, goodstoneinc.com, houseofdeeve.com, igi.org, lioridiamonds.com, londongold.com, madisondia.com, mollyjewelryus.com, nationaljeweler.com, naturaldiamonds.com, omjewelsinc.com, queensmith.co.uk, rapaport.com, rarecarat.com, reddit.com, samsjewelers.com, signorajewels.com, whiteflash.com	
How do lab-grown diamonds compare to natural ones on long-term resale value and certification?	OpenAI (search)	2	—	4cs.gia.edu, gia.edu, hattonjewels.com, igi.org, jckonline.com, nationaljeweler.com, rox.co.uk	
I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?	Perplexity	1	—	77diamonds.com, angara.com, astartiamonds.co.uk, beyond4cs.com, crisscut.stevenstone.co.uk, diamonddealerdirect.co.uk, dmia.net, fraserhart.co.uk, gabrielny.com, hiholden.com, loganthejewellers.co.uk, rarecarat.com, ringspo.com, s-lewis.com, serendipitydiamonds.com, theknot.com	
I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?	Perplexity	2	—	77diamonds.com, angara.com, astartiamonds.co.uk, beyond4cs.com, crisscut.stevenstone.co.uk, diamonddealerdirect.co.uk, dmia.net, fraserhart.co.uk, gabrielny.com, hiholden.com, loganthejewellers.co.uk, rarecarat.com, ringspo.com, s-lewis.com, serendipitydiamonds.com, theknot.com	
I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?	Perplexity	3	—	77diamonds.com, angara.com, astartiamonds.co.uk, beyond4cs.com, crisscut.stevenstone.co.uk, diamonddealerdirect.co.uk, dmia.net, fraserhart.co.uk, gabrielny.com, hiholden.com, loganthejewellers.co.uk, rarecarat.com, ringspo.com, s-lewis.com, serendipitydiamonds.com, theknot.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?	Gemini (grounded)	1	—	77diamonds.com, astardiamonds.co.uk, jessicaflinn.co.uk, lesterandbrownjewellers.co.uk, lioridiamonds.com, queensmith.co.uk, reddit.com, regalhattongarden.co.uk, revediamonds.com, shireeodiz.com, whiteflash.com	
I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?	Gemini (grounded)	2	—	christopherduquet.com, flawlessfinejewelry.com, hattonjewels.com, jessicaflinn.co.uk, mouza.co.uk, queensmith.co.uk, revediamonds.com, shireeodiz.com	
I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?	Gemini (grounded)	3	—	loganthejewellers.co.uk, mouza.co.uk, purposedrivendiamonds.co.uk, queensmith.co.uk, revediamonds.com, ringsofuk.com, serendipitydiamonds.com	
I've got a £4,000 budget — what carat, clarity and setting should I be aiming for?	OpenAI (search)	3	—	4cs.gia.edu, gia.edu, taylorandhart.com	
Is buying an engagement ring online different from buying in a jewellery store in the UK?	Perplexity	1	—	acejewelleryonline.co.uk, argent-asher.com, beyond4cs.com, brite.co, cjwuk.shop, everythingengaged.com, faithfulplatform.com, forums.moneysavingexpert.com, friendlydiamonds.com, greenwichjewelers.com, londongold.com, mydiamondring.com, quantumqarat.com, reddit.com, revediamonds.com, ringagement.com, standard.co.uk, thesun.co.uk	
Is buying an engagement ring online different from buying in a jewellery store in the UK?	Perplexity	2	—	acejewelleryonline.co.uk, beyond4cs.com, brite.co, cjwuk.shop, everythingengaged.com, faithfulplatform.com, londongold.com, quantumqarat.com, reddit.com, ringagement.com, standard.co.uk, thesun.co.uk, youtube.com	
Is buying an engagement	Perplexity	3	—	acejewelleryonline.co.uk, beyond4cs.com, brite.co, cjwuk.shop, everythingengaged.com,	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
ring online different from buying in a jewellery store in the UK?				faithfulplatform.com, friendlydiamonds.com, londongold.com, mydiamondring.com, pistonheads.com, quantumqarat.com, reddit.com, ringagement.com, standard.co.uk, taylorandhart.com, thesun.co.uk, zuvelio.com	
Is buying an engagement ring online different from buying in a jewellery store in the UK?	Gemini (grounded)	1	—	ajluxe.com, argent-asher.com, austenblake.com, hattongardenbespokejewellery.com, justanswer.co.uk, mitchelandco.com, mypersonaljewellery.co.uk, robertgatwardjewellers.co.uk, serendipitydiamonds.com, taylorandhart.com, thediamondstore.co.uk	
Is buying an engagement ring online different from buying in a jewellery store in the UK?	Gemini (grounded)	2	—	argent-asher.com, citizensadvice.org.uk, diamondsbydaisy.com, gov.uk, johngreed.com, londongold.com, mydiamondring.com, youtube.com	
Lab-grown vs natural diamonds: which is the better choice for a UK engagement ring?	Perplexity	1	—	astardiamonds.co.uk, blackwelljewellers.co.uk, cnbc.com, datelineuk.co.uk, forums.moneysavingexpert.com, londonrocksjewellery.co.uk, mohlondon.com, mouza.co.uk, nathanalanjewelers.com, oxmag.co.uk, queensmith.co.uk, rachelboston.co.uk, reddit.com, ringjewellery.co.uk, uk.chupi.com, voucherix.co.uk, wedstones.co.uk	
Lab-grown vs natural diamonds: which is the better choice for a UK engagement ring?	Perplexity	2	—	astardiamonds.co.uk, blackwelljewellers.co.uk, cnbc.com, datelineuk.co.uk, londonrocksjewellery.co.uk, mohlondon.com, mouza.co.uk, oxmag.co.uk, queensmith.co.uk, rachelboston.co.uk, reddit.com, ringjewellery.co.uk, uk.chupi.com, voucherix.co.uk, wedstones.co.uk	
Lab-grown vs natural diamonds:	Perplexity	3	—	astardiamonds.co.uk, blackwelljewellers.co.uk, cnbc.com, diamondmansion.com, forums.moneysavingexpert.com,	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
which is the better choice for a UK engagement ring?				londonrocksjewellery.co.uk, mohlondon.com, mouza.co.uk, nathanalanjewelers.com, oxmag.co.uk, queensmith.co.uk, rachelboston.co.uk, reddit.com, ringjewellery.co.uk, uk.chupi.com, voucherix.co.uk, wedstones.co.uk	
Lab-grown vs natural diamonds: which is the better choice for a UK engagement ring?	Gemini (grounded)	1	—	brilliantearth.com, brite.co, diagaa.com, ellisonsjewellers.co.uk, grandviewresearch.com, labgrown.diamonds, langerman-diamonds.com, naturaldiamonds.com, nbdiamonds.co.uk, noirflare.co.uk, queensmith.co.uk, regalhattongarden.co.uk, thediamondguys.com	
Lab-grown vs natural diamonds: which is the better choice for a UK engagement ring?	Gemini (grounded)	2	—	diagaa.com, dracodiamond.com, inashadiamonds.com, javda.com, labgrown.diamonds, lioridiamonds.com, noirflare.co.uk, queensmith.co.uk, rings.com, thediamondguys.com, westcountrygoldsmiths.com	
Lab-grown vs natural diamonds: which is the better choice for a UK engagement ring?	Gemini (grounded)	3	—	audreynicolediamonds.com, austenblake.com, diagaa.com, diamondforgood.com, friendlydiamonds.com, javda.com, labgrown.diamonds, lioridiamonds.com, mouza.co.uk, noirflare.co.uk, queensmith.co.uk, regalhattongarden.co.uk, ybjewellers.co.uk	
What are the risks of financing an engagement ring, and does taking credit affect the price I pay?	Perplexity	1	—	abcnews.go.com, americanexpress.com, bogleheads.org, businessinsider.com, cnbc.com, credible.com, diamonds.pro, finance.yahoo.com, forevery.one, inkl.com, jared.com, lendingtree.com, moneylion.com, moneyning.com, reddit.com, republicfinance.com, rocketmoney.com, vra.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
What are the risks of financing an engagement ring, and does taking credit affect the price I pay?	Perplexity	2	—	abcnews.go.com, americanexpress.com, americanfirstfinance.com, businessinsider.com, credible.com, diamonds.pro, finance.yahoo.com, forevery.one, inkl.com, lendingtree.com, moneylion.com, moneyning.com, reddit.com, republicfinance.com, rocketmoney.com, vraai.com	
What are the risks of financing an engagement ring, and does taking credit affect the price I pay?	Perplexity	3	—	abcnews.go.com, americanexpress.com, bogleheads.org, businessinsider.com, cnbc.com, credible.com, diamonds.pro, finance.yahoo.com, forevery.one, inkl.com, jared.com, lendingtree.com, moneylion.com, moneyning.com, reddit.com, republicfinance.com, rocketmoney.com, vraai.com	
What are the risks of financing an engagement ring, and does taking credit affect the price I pay?	Gemini (grounded)	1	—	angara.com, austenblake.com, [audited-site domain redacted], forevery.one, iangallacher.com, reddit.com, shiningdiamonds.co.uk, william-may.co.uk	
What are the risks of financing an engagement ring, and does taking credit affect the price I pay?	Gemini (grounded)	2	—	angara.com, beverlydiamonds.com, budgetsaresexy.com, diamond-heaven.co.uk, estatediamondjewelry.com, fentonand.co, forevery.one, hamiltonjewelers.com, iangallacher.com, purelydiamonds.co.uk, quickenloans.com, reddit.com, shiningdiamonds.co.uk, weddingbandscompany.com, withclarity.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
What are the risks of financing an engagement ring, and does taking credit affect the price I pay?	Gemini (grounded)	3	—	austenblake.com, [audited-site domain redacted], diamond-heaven.co.uk, diamondsbyuk.co.uk, fentonand.co, forevery.one, hatton-jewellers.com, iangallacher.com, london-victorian-ring.com, moneysavingexpert.com, reddit.com, revediamonds.com, sancarlo.co.uk, thediamondstore.co.uk	
What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?	Perplexity	1	—	b2cjewels.com, berrysjewellers.co.uk, blog.diamondwatcher.com, bluenile.com, brilliantearth.com, danielwilliamdiamonds.com, diamondexchange.ca, grownbrilliance.com, gsdiamonds.com.au, jared.com, jewelebrate.com, jonesandson.com, leonmege.com, rarecarat.com, svsfinejewelry.com	
What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?	Perplexity	2	—	arohadiamonds.co.nz, berrysjewellers.co.uk, jared.com, jewelebrate.com, melbourne-jewellers.com.au, shiningdiamonds.co.uk, vouchercodes.co.uk	
What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?	Perplexity	3	—	agcojewellery.com, arohadiamonds.co.nz, b2cjewels.com, berrysjewellers.co.uk, bluenile.com, doamore.com, genesisdiamonds.com, jared.com, jewelebrate.com, jonesandson.com, melbourne-jewellers.com.au, preciouscarbon.com, svsfinejewelry.com, vondiamonds.com, vouchercodes.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
What are the usual conditions on a price match promise for diamond jewellery — does it have to be an authorised stockist?	Gemini (grounded)	2	—	bankslyon.co.uk, [audited-site domain redacted], bicknells.com, diamonddealerdirect.co.uk, fraserhart.co.uk, goldsmiths.co.uk, hsamuel.co.uk, judithhartjewellers.co.uk, pricedash.com, purelydiamonds.co.uk, robertgatwardjewellers.co.uk, rolexforums.com, shiningdiamonds.co.uk, starfirejewellery.com, stevenstone.co.uk, thbaker.co.uk, watchcrunch.com	
What should I know before buying my first diamond engagement ring in the UK?	Perplexity	1	—	4cs.gia.edu, astardiamonds.co.uk, [audited-site domain redacted], beyond4cs.com, bluenile.com, diamondsfactory.co.uk, fraserhart.co.uk, harpersbazaar.com, luxurylondon.co.uk, oliviagreen.co.uk, pragnell.co.uk, queensmith.co.uk, reddit.com, vogue.co.uk, vogue.com	
What should I know before buying my first diamond engagement ring in the UK?	Perplexity	2	—	4cs.gia.edu, americangemsociety.org, astardiamonds.co.uk, [audited-site domain redacted], beyond4cs.com, bluenile.com, diamondrocks.co.uk, diamondsbyuk.co.uk, diamondsfactory.co.uk, en.wikipedia.org, enhancery.com, harpersbazaar.com, luxurylondon.co.uk, oliviagreen.co.uk, queensmith.co.uk, rockmywedding.co.uk, thbaker.co.uk, vogue.co.uk	
What should I know before buying my first diamond engagement ring in the UK?	Perplexity	3	—	4cs.gia.edu, 77diamonds.com, americangemsociety.org, astardiamonds.co.uk, [audited-site domain redacted], beyond4cs.com, capetowndiamondmuseum.org, diamondsbyuk.co.uk, diamondsfactory.co.uk, en.wikipedia.org, enhancery.com, harpersbazaar.com, luxurylondon.co.uk, oliviagreen.co.uk, queensmith.co.uk, rockmywedding.co.uk, royalasscher.com, thbaker.co.uk, vogue.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
What should I know before buying my first diamond engagement ring in the UK?	Gemini (grounded)	2	—	alanbick.co.uk, diamondrocks.co.uk, marieclaire.co.uk, oliviagreen.co.uk, queensmith.co.uk, reddit.com, regalhattongarden.co.uk, thecutlondon.com	
What should I look for when buying my first luxury watch, and which brands are a safe starting point?	Perplexity	1	—	bobswatches.com, chronext.com, chrono24.com, cnn.com, coveted.com, edmarshall.com, fratellowatches.com, grayandsons.com, happyjewelers.com, reddit.com, themodestman.com, thewatchology.com, unagedluxury.com, watchswiss.com, watchwarehouse.com	
What should I look for when buying my first luxury watch, and which brands are a safe starting point?	Perplexity	2	—	bobswatches.com, chronext.com, chrono24.com, cnn.com, coveted.com, edmarshall.com, fratellowatches.com, grayandsons.com, happyjewelers.com, reddit.com, themodestman.com, thewatchology.com, unagedluxury.com, watchswiss.com, watchwarehouse.com	
What should I look for when buying my first luxury watch, and which brands are a safe starting point?	Perplexity	3	—	bobswatches.com, bqwatches.com, chrono24.com, cnn.com, ewwatches.com, fratellowatches.com, reddit.com, thewatchology.com, vertu.com, watchskins.sg, watchwarehouse.com, youtube.com	
What should I look for when buying my first luxury watch, and which brands are a safe starting point?	Gemini (grounded)	1	—	[audited-site domain redacted], dayandnightwatches.com, luxurytimenyc.com, oakleighwatches.co.uk, thbaker.co.uk, tnsdiamonds.com, youtube.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?	Perplexity	1	—	andrewgeoghegan.com, astardiamonds.co.uk, bridebook.com, brownsfamilyjewellers.co.uk, chapelle.co.uk, engagementringsuk.co.uk, hitched.co.uk, independent.co.uk, linkedin.com, luxuo.com, mohlondon.com, news.sky.com, queensmith.co.uk, serendipitydiamonds.com, yourcoffeebreak.co.uk	
What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?	Perplexity	2	—	andrewgeoghegan.com, astardiamonds.co.uk, bridebook.com, brownsfamilyjewellers.co.uk, chapelle.co.uk, diagaa.com, engagementringsuk.co.uk, estatediamondjewelry.com, hitched.co.uk, independent.co.uk, linkedin.com, lioridiamonds.com, luxuo.com, mohlondon.com, queensmith.co.uk, reddit.com, serendipitydiamonds.com, yourcoffeebreak.co.uk	
What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?	Perplexity	3	—	andrewgeoghegan.com, astardiamonds.co.uk, bridebook.com, brownsfamilyjewellers.co.uk, chapelle.co.uk, engagementringsuk.co.uk, hitched.co.uk, independent.co.uk, linkedin.com, luxuo.com, mohlondon.com, news.sky.com, queensmith.co.uk, serendipitydiamonds.com, yourcoffeebreak.co.uk	
What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?	Gemini (grounded)	1	—	bridebook.com, createdbrilliance.co.uk, engagementringsuk.co.uk, fentonand.co, hitched.co.uk, queensmith.co.uk, reddit.com, revediamonds.com, richdiamonds.com, serendipitydiamonds.com, thejewelleryroom.com, unijewels.com	
What's a realistic budget for an engagement ring in the UK in 2026, and what does the	Gemini (grounded)	2	—	bridebook.com, brownsfamilyjewellers.co.uk, engagementringsuk.co.uk, fentonand.co, luxuo.com, queensmith.co.uk, revediamonds.com, richdiamonds.com, thejewelleryroom.com, themiddlegreen.com, unijewels.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
average couple actually spend?					
What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?	Gemini (grounded)	3	—	bridebook.com, brite.co, engagementringsuk.co.uk, luxuo.com, queensmith.co.uk, revediamonds.com, serendipitydiamonds.com, unijewels.com	
What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?	OpenAI (search)	1	—	bridebook.com, diamondhub.co.uk, en.wikipedia.org, jewellerybusiness.com, partners.bridebook.com, pricescope.com, rachelboston.co.uk	
What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?	OpenAI (search)	2	—	diamondhub.co.uk, diamondsfactory.co.uk, hitched.co.uk, mannajewellers.com	
What's a realistic budget for an engagement ring in the UK in 2026, and what does the average couple actually spend?	OpenAI (search)	3	—	bridebook.com, hitched.co.uk, partners.bridebook.com, queensmith.co.uk	
Where can I buy authorised luxury watches in the UK, in store or online?	Perplexity	1	—	[audited-site domain redacted], berrysjewellers.co.uk, cwsellers.co.uk, goldsmiths.co.uk, harringtonhallworth.co.uk, harrods.com, iwc.com, jaeger-lecoultre.com, jamesmoorejewellers.co.uk, jurawatches.co.uk,	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
				[related-brand URL redacted], thatsup.co.uk, watches-of-switzerland.co.uk, zenith-watches.com	
Where can I buy authorised luxury watches in the UK, in store or online?	Perplexity	3	—	[audited-site domain redacted], berrysjewellers.co.uk, cwsellors.co.uk, goldsmiths.co.uk, harringtonhallworth.co.uk, harrods.com, iwc.com, jaeger-lecoultre.com, jamesmoorejewellers.co.uk, jurawatches.co.uk, [related-brand URL redacted], thatsup.co.uk, watches-of-switzerland.co.uk, zenith-watches.com	
Where can I buy authorised luxury watches in the UK, in store or online?	Gemini (grounded)	3	—	berrysjewellers.co.uk, bucherer.com, carl-f-bucherer.com, cwsellors.co.uk, jaeger-lecoultre.com, jurawatches.co.uk, laingsuk.com, mrporter.com, rolex.com, thewosgroup.com, thewosgroupplc.com, trustpilot.com, watches-of-switzerland.co.uk, watchpro.com, westfield.com, youtube.com	
Which engagement ring brands and jewellers are most popular in the UK right now?	Gemini (grounded)	1	—	austenblake.com, awareness-avenue.com, inashadiamonds.com, kimai.com, labgrown.diamonds, queensmith.co.uk, regalhattongarden.co.uk, rockmywedding.co.uk, taylorandhart.com, thegentlemansjournal.com, thehandbook.com, theweddingedition.co.uk	
Which engagement ring brands and jewellers are most popular in the UK right now?	Gemini (grounded)	2	—	astardiamonds.co.uk, fentonand.co, lifeinabreakdown.com, queensmith.co.uk, rachelboston.co.uk, regalhattongarden.co.uk, rennieco.com, rockmywedding.co.uk, taylorandhart.com, thegentlemansjournal.com, thehandbook.com, theweddingedition.co.uk, westcountrygoldsmiths.com, youtube.com	
Which engagement ring settings and metals hold up best for someone with an active job or hobby?	Perplexity	1	—	anaisrose.com, aretediamond.com, bario-neal.com, blog.jamesallen.com, crossjewelers.com, goodstoneinc.com, jewelcarts.com, miadonna.com, ourosjewels.com, reddit.com, sanjosewaco.com, sohadiamondco.com, thediamondstore.co.uk, tikonemus.com, valentinmagro.com, vra.com, whiteflash.com	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Which engagement ring settings and metals hold up best for someone with an active job or hobby?	Perplexity	2	—	anaisrose.com, aretediamond.com, barioneal.com, blog.jamesallen.com, crossjewelers.com, goodstoneinc.com, jewelcarts.com, miadonna.com, ourosjewels.com, reddit.com, sanjosewaco.com, sohadiamondco.com, thediamondstore.co.uk, tikonemus.com, valentinmagro.com, vraicom, whiteflash.com	
Which engagement ring settings and metals hold up best for someone with an active job or hobby?	Perplexity	3	—	anaisrose.com, aretediamond.com, barioneal.com, blog.jamesallen.com, crossjewelers.com, goodstoneinc.com, jewelcarts.com, ourosjewels.com, sanjosewaco.com, sohadiamondco.com, thediamondstore.co.uk, tikonemus.com, valentinmagro.com, whiteflash.com	
Which engagement ring settings and metals hold up best for someone with an active job or hobby?	Gemini (grounded)	1	—	anaisrose.com, astardiamonds.co.uk, bouttee.co.uk, chloemichell.co.uk, jenshansen.com, katesmithjewellery.co.uk, mollyjewelryus.com, thediamondstore.co.uk, whiteflash.com	
Which engagement ring settings and metals hold up best for someone with an active job or hobby?	Gemini (grounded)	2	—	antoanetta.com, carbondiamonds.com, crossjewelers.com, davidashton.co.uk, goldsell.co.uk, lebrusanstudio.com, lenacohen.co.uk, loosegrowndiamond.com, loveandpromisejewelers.com, mollyjewelryus.com, pricescope.com, reddit.com, thediamondstore.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Which engagement ring settings and metals hold up best for someone with an active job or hobby?	Gemini (grounded)	3	—	antoanetta.com, astardiamonds.co.uk, boutee.co.uk, brilliantearth.com, comparethediamond.com, loosegrowndiamond.com, mollyjewelryus.com, pricescope.com, queensmith.co.uk, revediamonds.com, thediamondstore.co.uk	
Which national jewellery chains have branches across the UK rather than just London?	Perplexity	1	—	alexmonroe.com, branchjewellery.co.uk, citizenwatch.co.uk, en.wikipedia.org, ernestjones.co.uk, goldsmiths.co.uk, harrods.com, jewelleryunlimited.com, jewelrystoredirectory.com, linkedin.com, lmgjewellery.co.uk, londononline.co.uk, naj.co.uk, professionaljeweller.com, signetjewelers.com, spencermorgandiamonds.co.uk, tiffany.co.uk, warrenjames.co.uk	
Which national jewellery chains have branches across the UK rather than just London?	Perplexity	2	—	branchjewellery.co.uk, citizenwatch.co.uk, ernestjones.co.uk, goldsmiths.co.uk, harrods.com, jewelrystoredirectory.com, kendrascott.com, linkedin.com, lmgjewellery.co.uk, londononline.co.uk, naj.co.uk, natchain.com, nationaljeweler.com, professionaljeweller.com, signetjewelers.com, spencermorgandiamonds.co.uk, tiffany.co.uk	
Which national jewellery chains have branches across the UK rather than just London?	Perplexity	3	—	citizenwatch.co.uk, countryandtownhouse.com, fhinds.co.uk, flawlessfinejewelry.com, goldsmiths.co.uk, harrods.com, jewelersaround.co.uk, jewelleryunlimited.com, jewelrystoredirectory.com, linkedin.com, lmgjewellery.co.uk, londononline.co.uk, naj.co.uk, signetjewelers.com, tiffany.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
Which UK jewellers offer 0% APR interest-free credit on engagement rings and diamond jewellery?	Perplexity	1	—	austenblake.com, [audited-site domain redacted], cwsellers.co.uk, dcjewellery.com, dev.fraserhart.co.uk, diamond-heaven.co.uk, diamondsfactory.co.uk, goldsmiths.co.uk, hsamuel.co.uk, hughrice.co.uk, qualitydiamonds.co.uk, queensmith.co.uk, robertgatwardjewellers.co.uk, serendipitydiamonds.com, thbaker.co.uk	
Would I be better off with a smaller natural diamond or a bigger lab-grown stone for the same budget?	Perplexity	1	—	boards.weddingbee.com, brilliantearth.com, gia.edu, labgrowndiamondco.com, lioridiamonds.com, loreldiamonds.com, nathanalanjewelers.com, privosa.com, rarecarat.com, reddit.com	
Would I be better off with a smaller natural diamond or a bigger lab-grown stone for the same budget?	Perplexity	2	—	boards.weddingbee.com, brilliantearth.com, forum.purseblog.com, gia.edu, labgrowndiamondco.com, lioridiamonds.com, loreldiamonds.com, nathanalanjewelers.com, privosa.com, rarecarat.com, reddit.com	
Would I be better off with a smaller natural diamond or a bigger lab-grown stone for the same budget?	Perplexity	3	—	boards.weddingbee.com, brilliantearth.com, gia.edu, labgrowndiamondco.com, lioridiamonds.com, loreldiamonds.com, nathanalanjewelers.com, privosa.com, rarecarat.com, reddit.com	
Would I be better off with a smaller natural diamond or a bigger lab-grown stone for	Gemini (grounded)	1	—	diagaa.com, dracodiamond.com, javda.com, jessicaflinn.co.uk, lioridiamonds.com, lordoflondon.com, mouza.co.uk, nbdiamonds.co.uk, noirflare.co.uk, queensmith.co.uk, reddit.com, revediamonds.com, ybjewellers.co.uk	

Question	Engine	Sample	Brand list position	Cited sources	ANONYMISED SAMPLE
the same budget?					
Would I be better off with a smaller natural diamond or a bigger lab-grown stone for the same budget?	Gemini (grounded)	3	—	diagaa.com, dracodiamond.com, estellacollection.com, fergusjames.com, goodstoneinc.com, jckonline.com, mavilo.com, regal.studio, rosecjewels.com, youtube.com	

All cited sources

Every repeatedly cited source (the client report shows the top 15).

Domain	Source type	Competitor-favourable responses citing it	Co ANONYMISED SAMPLE
goldsmiths.co.uk	Competitor/peer-owned	17	Bucherer, C W Sellors, Chisholm Hunter, Goldsmiths, Harrods, Jura Watches, Queensmith, Tiffany & Co., Watches of Switzerland, Watchfinder & Co.
[audited-site domain redacted]	Prospect-owned	13	Austen & Blake, C W Sellors, Chisholm Hunter, Goldsmiths, Harrods, Jura Watches, Queensmith, Watches of Switzerland, Watchfinder & Co.
queensmith.co.uk	Competitor/peer-owned	10	Austen & Blake, Blackacre, Boodles, C W Sellors, Goldsmiths, Jessica McCormack, Queensmith, Rachel Boston
hsamuel.co.uk	Unresolved	9	Austen & Blake, C W Sellors, Chisholm Hunter, Goldsmiths, Queensmith, Watches of Switzerland
cwsellors.co.uk	Competitor/peer-owned	8	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Queensmith, Watches of Switzerland
thbaker.co.uk	Unresolved	6	C W Sellors, Chisholm Hunter, Goldsmiths, Queensmith, Watches of Switzerland, Watchfinder & Co.
austenblake.com	Competitor/peer-owned	6	Austen & Blake, Boodles, C W Sellors, Goldsmiths, Harrods, Jessica McCormack, Queensmith, Rachel Boston, Tiffany & Co.
harrods.com	Competitor/peer-owned	6	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura

Domain	Source type	Competitor-favourable responses citing it	Co
			ANONYMISED SAMPLE
			Watches, Tiffany & Co., Watches of Switzerland, Watchfinder & Co.
ernestjones.co.uk	Unresolved	6	C W Sellors, Chisholm Hunter, Goldsmiths, Tiffany & Co., Watches of Switzerland
regalhattongarden.co.uk	Unresolved	6	Austen & Blake, Blackacre, Boodles, Jessica McCormack, Queensmith, Rachel Boston
youtube.com	Unresolved	6	Austen & Blake, Blackacre, Boodles, Bucherer, C W Sellors, Goldsmiths, Harrods, Jessica McCormack, Jura Watches, Queensmith, Rachel Boston, Watches of Switzerland, Watchfinder & Co.
serendipitydiamonds.com	Unresolved	5	Austen & Blake, C W Sellors, Goldsmiths, Queensmith
reddit.com	Unresolved	5	Austen & Blake, Goldsmiths, Harrods, Queensmith, Tiffany & Co.
fraserhart.co.uk	Unresolved	5	Chisholm Hunter, Goldsmiths
jurawatches.co.uk	Competitor/peer-owned	4	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland, Watchfinder & Co.
berrysjewellers.co.uk	Unresolved	4	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland, Watchfinder & Co.
watches-of-switzerland.co.uk	Competitor/peer-owned	4	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura

Domain	Source type	Competitor-favourable responses citing it	Co
			ANONYMISED SAMPLE
			Watches, Watches of Switzerland, Watchfinder & Co.
tiffany.co.uk	Competitor/peer-owned	4	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
fhinds.co.uk	Unresolved	4	C W Sellors, Chisholm Hunter, Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
diamonddealerdirect.co.uk	Unresolved	4	Goldsmiths
diamondsfactory.co.uk	Unresolved	3	Austen & Blake, C W Sellors, Goldsmiths, Queensmith
diamond-heaven.co.uk	Unresolved	3	Austen & Blake, C W Sellors, Goldsmiths, Queensmith, Watches of Switzerland
robertgatwardjewellers.co.uk	Unresolved	3	Austen & Blake, C W Sellors, Goldsmiths, Queensmith
jaeger-lecoultre.com	Unresolved	3	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland
citizenwatch.co.uk	Unresolved	3	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
naj.co.uk	Unresolved	3	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
signetjewellers.com	Unresolved	3	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
imgjewellery.co.uk	Unresolved	3	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
londononline.co.uk	Unresolved	3	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland

Domain	Source type	Competitor-favourable responses citing it	Co ANONYMISED SAMPLE
jewelrystoredirectory.com	Unresolved	3	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
linkedin.com	Unresolved	3	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
astardiamonds.co.uk	Unresolved	3	Austen & Blake, Blackacre, Boodles, Goldsmiths, Harrods, Jessica McCormack, Queensmith, Rachel Boston, Tiffany & Co.
thegentlemansjournal.com	Unresolved	3	Austen & Blake, Blackacre, Boodles, Goldsmiths, Harrods, Jessica McCormack, Queensmith, Rachel Boston, Tiffany & Co.
vouchercodes.co.uk	Unresolved	3	Goldsmiths
uk.pandora.net	Unresolved	3	Chisholm Hunter, Goldsmiths
revediamonds.com	Unresolved	3	Austen & Blake, Queensmith
bankslyon.co.uk	Unresolved	3	Goldsmiths
judithhartjewellers.co.uk	Unresolved	3	C W Sellors, Goldsmiths, Watches of Switzerland
labgrown.diamonds	Unresolved	3	Austen & Blake, Boodles, Jessica McCormack, Queensmith, Rachel Boston
taylorandhart.com	Unresolved	3	Austen & Blake, Blackacre, Boodles, Jessica McCormack, Queensmith, Rachel Boston
qualitydiamonds.co.uk	Unresolved	2	C W Sellors, Goldsmiths, Queensmith
harringtonhallworth.co.uk	Unresolved	2	C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland

Domain	Source type	Competitor-favourable responses citing it	Co ANONYMISED SAMPLE
[related-brand URL redacted]	Unresolved	2	C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland
iwc.com	Unresolved	2	C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland
zenith-watches.com	Unresolved	2	C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland
jamesmoorejewellers.co.uk	Unresolved	2	C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland
thatsup.co.uk	Unresolved	2	C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland
warrenjames.co.uk	Unresolved	2	Chisholm Hunter, Goldsmiths, Watches of Switzerland
jewelleryunlimited.com	Unresolved	2	Goldsmiths, Harrods, Tiffany & Co., Watches of Switzerland
branchjewellery.co.uk	Unresolved	2	Goldsmiths, Tiffany & Co., Watches of Switzerland
professionaljeweller.com	Unresolved	2	Goldsmiths, Tiffany & Co., Watches of Switzerland
spencermorgandiamonds.co.uk	Unresolved	2	Goldsmiths, Tiffany & Co., Watches of Switzerland
marieclaire.co.uk	Unresolved	2	Goldsmiths, Harrods, Queensmith, Tiffany & Co.
thecutlondon.com	Unresolved	2	Goldsmiths, Harrods, Queensmith, Tiffany & Co.
studentbeans.com	Unresolved	2	Goldsmiths
accessorize.com	Unresolved	2	Goldsmiths

Domain	Source type	Competitor-favourable responses citing it	Co ANONYMISED SAMPLE
regalrose.co.uk	Unresolved	2	Goldsmiths
faithjewellers.co.uk	Unresolved	2	Goldsmiths
groupon.co.uk	Unresolved	2	Goldsmiths
thejewelelite.com	Unresolved	2	Goldsmiths
astridandmiyu.com	Unresolved	2	Goldsmiths
junkjewels.co.uk	Unresolved	2	Goldsmiths
jewelcast.co.uk	Unresolved	2	Goldsmiths
lioridiamonds.com	Unresolved	2	Austen & Blake, Queensmith
mouza.co.uk	Unresolved	2	Austen & Blake, Queensmith
ringsofuk.com	Unresolved	2	Queensmith
shiningdiamonds.co.uk	Unresolved	2	Austen & Blake, Goldsmiths, Queensmith
purelydiamonds.co.uk	Unresolved	2	Goldsmiths
rolexforums.com	Unresolved	2	Goldsmiths
thediamondstore.co.uk	Unresolved	2	Austen & Blake, Queensmith
moneysavingexpert.com	Unresolved	2	Austen & Blake, Goldsmiths, Queensmith
noirflare.co.uk	Unresolved	2	Austen & Blake, Queensmith
diagaa.com	Unresolved	2	Austen & Blake, Queensmith
brilliantearth.com	Unresolved	2	Queensmith
mrporter.com	Unresolved	2	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland, Watchfinder & Co.

Domain	Source type	Competitor-favourable responses citing it	Co ANONYMISED SAMPLE
watchpro.com	Unresolved	2	Bucherer, C W Sellors, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland, Watchfinder & Co.
laingsuk.com	Unresolved	2	Bucherer, C W Sellors, Chisholm Hunter, Goldsmiths, Harrods, Jura Watches, Watches of Switzerland
argent-asher.com	Unresolved	2	Austen & Blake, Queensmith
rockmywedding.co.uk	Unresolved	2	Austen & Blake, Blackacre, Boodles, Jessica McCormack, Queensmith, Rachel Boston
thehandbook.com	Unresolved	2	Austen & Blake, Blackacre, Boodles, Jessica McCormack, Queensmith, Rachel Boston
theweddingedition.co.uk	Unresolved	2	Austen & Blake, Blackacre, Boodles, Jessica McCormack, Queensmith, Rachel Boston
playpennies.com	Unresolved	2	Goldsmiths
marketcrossjewellers.com	Unresolved	2	Goldsmiths
cftm.co.uk	Unresolved	2	C W Sellors, Goldsmiths, Watches of Switzerland
traffordcentre.co.uk	Unresolved	2	C W Sellors, Goldsmiths, Watches of Switzerland

Publication note: audit-subject identifiers have been redacted; measured results have not been recomputed.