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AI SEARCH VISIBILITY REPORT · 15 OCTOBER 2026

# How AI assistants answer buyers looking for specialty coffee beans and coffee subscriptions, and where Extract Coffee appears

Website checked: https://www.extractcoffee.co.uk/ · Market: UK · 30 buyer questions, each asked to 2 AI models (60 answers in total).

**2%**
of answers name Extract Coffee

**1 / 30**
questions where at least one model names it

**Trade Coffee**
most-named alternative (28 answers)

## Summary

The data shows that Extract Coffee has limited visibility in AI search results with only one mention across 60 answers. Competitors like Pact Coffee and Square Mile Coffee Roasters are significantly more visible in this space. Current site configurations lack schema markup and an llms.txt file to help AI models interpret the site content. The absence of an FAQ section on the home page further limits the opportunity to provide direct answers to user queries.

## Visibility by model

| MODEL | ANSWERS NAMING EXTRACT COFFEE | RATE |
|---|---|---|
| Gemini | 1 of 30 | 3% |
| Gemma | 0 of 30 | 0% |

Models answering: gemini-3.1-flash-lite, gemma-4-31b-it. Method: each question was sent through the model's API on 15 October 2026 with no web search tool enabled, so answers reflect what the model already associates with the category. Answers vary between runs and between consumer apps (ChatGPT, Perplexity, Google AI Overviews), so treat these figures as a snapshot, not a ranking guarantee.

## Who gets recommended instead

| BRAND NAMED | ANSWERS | SHARE OF ANSWERS |
|---|---|---|
| Trade Coffee | 28 |  |
| Pact Coffee | 17 |  |
| Mistobox | 16 |  |
| Atlas Coffee Club | 15 |  |
| Stumptown Coffee Roasters | 14 |  |
| Square Mile Coffee Roasters | 13 |  |
| Onyx Coffee Lab | 10 |  |
| Assembly Coffee | 8 |  |
| Hasbean | 7 |  |
| Driftaway Coffee | 6 |  |
| Origin Coffee Roasters | 5 |  |
| Grind | 5 |  |

## Technical checks on your site

| CHECK | RESULT |
|---|---|
| Home page title | Extract Coffee Roasters \| Speciality coffee roasted in Bristol, delivered to your home or your business. |
| Meta description | An award-winning and B-Corp certified speciality coffee roaster in Bristol on a mission to make coffee better for growers, for our communities and for you! |
| Structured data (schema.org) types on home page | None found |
| /llms.txt present | No |
| Sitemap declared in robots.txt | No |
| FAQ content or FAQPage markup on home page | No |

### AI crawler access (robots.txt)

| CRAWLER | STATUS |
|---|---|
| GPTBot | allowed, some paths blocked [own rule] |
| OAI-SearchBot | allowed, some paths blocked [own rule] |
| ChatGPT-User | allowed, some paths blocked [own rule] |
| PerplexityBot | allowed, some paths blocked [own rule] |

| | |
|---|---|
| ClaudeBot | **allowed, some paths blocked [own rule]** |
| Google-Extended | **allowed, some paths blocked [own rule]** |
| CCBot | **allowed, some paths blocked [own rule]** |
| Applebot-Extended | **allowed, some paths blocked [own rule]** |

Home page fetched with HTTP status 200. If it shows 0 or 403, the site blocked our automated fetch, and some fields above may read as missing for that reason.

## Fixes, in priority order

### 1. Implement FAQ content on the home page

Impact: High · Effort: Low

**Why:** The site failed to appear in queries regarding UK specialty coffee subscriptions and roaster recommendations. An FAQ section can directly answer these common user questions.

**How:** Identify the top questions from the sample list where the brand was absent. Draft concise answers that include the Extract Coffee brand and core subscription benefits. Place these questions and answers in a clear section on the home page.

### 2. Add structured data markup

Impact: High · Effort: Medium

**Why:** The site currently has no schema types defined, which makes it harder for search engines and AI models to parse information about products and services. Schema helps clarify the relationship between your roastery and your subscription offerings.

**How:** Implement Product, Organization, and LocalBusiness schema markup on the relevant pages. Use schema validation tools to ensure the code is correctly formatted and accessible to crawlers.

### 3. Create an llms.txt file

Impact: Medium · Effort: Low

**Why:** There is currently no llms.txt file on the site. This file is a proposed convention for provide AI models with a clear summary of your brand and services.

**How:** Create a simple text file named llms.txt in your root directory. Populate it with a concise description of your coffee subscription service and links to your most relevant product pages.

### 4. Improve third party presence

Impact: Medium · Effort: Medium

**Why:** Competitors appear more frequently in answers. Increasing visibility on listicles and UK coffee directories can improve brand recognition by AI models.

**How:** Reach out to UK coffee review sites and directories to ensure Extract Coffee is accurately listed. Focus on platforms that frequently appear in search results for specialty coffee subscription comparisons.

### 5. Update meta description and page content

Impact: Medium · Effort: Low

**Why:** The current meta description does not clearly address specific user intents like finding the best UK coffee subscription or light roast filter beans. Updating this text can help models better understand your specific offering.

**How:** Revise the meta description to include terms related to UK specialty coffee subscriptions and home brewing. Ensure that the H1 and page text clearly communicate your expertise in these specific areas.

### 6. Add Open Graph title tags

Impact: Low · Effort: Low

**Why:** The site currently has no OG title tag defined, which can result in inconsistent display across external platforms and social media. Standardizing this information helps models extract consistent metadata.

**How:** Add an og:title tag to the site header that reflects the brand and its primary offering. Ensure this tag is consistent with the primary page title and meta description.

### 7. Review robots.txt exclusions

Impact: Low · Effort: Low

**Why:** While general crawlers are allowed, some specific paths are blocked. Ensuring these rules do not inadvertently hide essential content from AI crawlers is a necessary precaution.

**How:** Audit the current robots.txt file to ensure that all core product and information pages remain accessible to the listed AI bots. Confirm that only administrative or personal paths are restricted.

## Every question and result

| # | BUYER QUESTION | GEMINI | GEMMA | FIRST BRANDS NAMED |
|---|---|---|---|---|
| 1 | What are the best specialty coffee subscription services currently available in the UK? | Not named | Not named | Pact Coffee, Hasbean, Origin Coffee Roasters |
| 2 | Which UK-based roasters offer the highest quality light roast beans for filter brewing? | Not named | Not named | Ozone Coffee Roasters, Square Mile Coffee Roasters, Gardelli Specialty Coffees |
| 3 | What are the top-rated coffee subscription boxes for someone looking for fresh single-origin beans? | Not named | Not named | Trade Coffee, Atlas Coffee Club, Crema.co |
| 4 | Which coffee roasters in the UK are considered the gold standard for home brewing? | Not named | Not named | Square Mile Coffee Roasters, Colonna Coffee, Hasbean |
| 5 | What is the best way to get freshly roasted coffee delivered to my door in the UK? | Not named | Not named | Pact Coffee, Batch Coffee Club, Grind |
| 6 | Which subscription services offer the most variety for a coffee enthusiast? | Not named | Not named | Trade Coffee, Atlas Coffee Club, Mistobox |

| | | | | |
|---|---|---|---|---|
| 7 | Where can I find the best coffee beans for a V60 pour-over in the UK? | Not named | Not named | Onyx Coffee Lab, Square Mile Coffee Roasters, Hasbean |
| 8 | What are the highest-rated UK specialty roasters for espresso lovers? | Not named | Not named | Square Mile Coffee Roasters, Hasbean, Assembly Coffee |
| 9 | I need a decaf coffee subscription that actually tastes like high-quality craft coffee. | Not named | Not named | Onyx Coffee Lab, Sey Coffee, Trade Coffee |
| 10 | Which coffee bean delivery service is best for someone living in a remote area of Scotland? | Not named | Not named | Pact Coffee, Grind, Dear Green Coffee Roasters |
| 11 | Can you recommend a subscription that allows me to customize the roast profile and frequency? | Not named | Not named | Trade Coffee, Atlas Coffee Club, Sweet Maria's |
| 12 | I need a coffee subscription that prioritizes fair trade and direct-trade sourcing from small farms. | Not named | Not named | Trade Coffee, Atlas Coffee Club, Equator Coffees |
| 13 | Which UK roasters specialize in organic coffee beans delivered by post? | Not named | Not named | Pact Coffee, Coffee Mongers, Green Farm Coffee |
| 14 | I am looking for a subscription that sends only naturally processed beans. | Not named | Not named | Trade Coffee, Onyx Coffee Lab, Sey Coffee |
| 15 | Is there a UK coffee provider that caters specifically to beginners learning about specialty brewing? | Not named | Not named | Pact Coffee, Square Mile Coffee Roasters, Workshop Coffee |
| 16 | How does a monthly coffee subscription compare to buying bags from a local independent cafe? | Not named | Not named | Trade Coffee, Atlas Coffee Club, Mistobox |
| 17 | Is it cheaper to buy coffee beans in bulk or through a recurring monthly subscription? | Not named | Not named | Trade Coffee, Stumptown Coffee Roasters, Atlas Coffee Club |
| 18 | Which is better for home brewing: a roaster subscription or a multi-roaster marketplace? | Not named | Not named | Atlas Coffee Club, Trade Coffee, Eight Ounce Coffee |
| 19 | Are coffee subscription services worth the price compared to supermarket specialty beans? | Not named | Not named | Trade Coffee, Atlas Coffee Club, Stumptown Coffee Roasters |
| 20 | Is there a significant difference in freshness between local roaster subscriptions and online marketplaces? | Not named | Not named | Trade Coffee, Onyx Coffee Lab, Sey Coffee |
| 21 | How much should I expect to pay per month for a high-quality coffee subscription in the UK? | Not named | Not named | Pact Coffee, Hasbean, Assembly Coffee |
| 22 | Are there any UK coffee subscriptions that offer a discount for long-term prepayments? | Not named | Not named | Pact Coffee, Hasbean, Union Hand-Roasted Coffee |
| 23 | What is the most cost-effective way to try different specialty coffees every month? | Not named | Not named | Trade Coffee, Atlas Coffee Club, Mistobox |
| 24 | Do any UK roasters offer a lower price point for a basic coffee subscription? | Not named | Not named | Pact Coffee, Grind, Origin Coffee Roasters |

| | | | | |
|---|---|---|---|---|
| 25 | How can I find a premium coffee subscription that fits a mid-range monthly budget? | Not named | Not named | Trade Coffee, Atlas Coffee Club, Mistobox |
| 26 | Why does my home-brewed coffee taste sour despite using expensive beans? | Named | Not named | Baratza Encore, Fellow Stagg EKG, Hario V60 |
| 27 | What type of coffee bean is best if I find most roasts too bitter? | Not named | Not named | Volcanica Coffee Company, Stumptown Coffee Roasters, Counter Culture Coffee |
| 28 | How do I know if the coffee beans I am buying are truly fresh? | Not named | Not named | Stumptown Coffee Roasters, Counter Culture Coffee, Onyx Coffee Lab |
| 29 | I keep buying coffee that ends up tasting burnt, what should I look for instead? | Not named | Not named | Stumptown Coffee Roasters, Onyx Coffee Lab, Counter Culture Coffee |
| 30 | My coffee tastes flat and dull, is there a specific subscription style that could help me find a better flavour profile? | Not named | Not named | Trade Coffee, Mistobox, Atlas Coffee Club |

Prepared by GPT Shop Ltd, registered in England and Wales, company no. 15766335, Goodison Middleton, Winterslow, Salisbury, England, SP5 1QR. hello@gptshopltd.com. Findings are based on AI model answers collected on the date shown; they do not guarantee future recommendations.