SAMPLE REPORT. Produced from public information to show the format. Hiut Denim is not a customer and did not commission this report.

AI SEARCH VISIBILITY REPORT · 15 OCTOBER 2026

How AI assistants answer buyers looking for premium jeans made in the UK, and where Hiut Denim appears

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

73%
of answers name Hiut Denim

23 / 30
questions where at least one model names it

Blackhorse Lane Ateliers
most-named alternative (23 answers)

Summary

Hiut Denim maintains a solid AI search presence with a 73 percent visibility rate, appearing in 44 answers across tracked engines. However, neither model named Hiut Denim in answers to the four questions about denim fading, construction and durability (questions 25 to 28), and one model (Gemini) did not name the brand when asked about custom length or bespoke sizing (question 14). Competitor analysis shows Blackhorse Lane Ateliers is the most-named alternative, in 23 answers against 44 for Hiut Denim. Addressing these content gaps and implementing structured data can help the brand better align with user search intent.

Visibility by model

MODEL	ANSWERS NAMING HIUT DENIM	RATE
Gemini	22 of 30	73%
Gemma	22 of 30	73%

Models answering: Gemini (gemini-3.1-flash-lite for 29 questions, gemini-3-flash-preview for 1) and Gemma (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
Blackhorse Lane Ateliers	23	
Dawson Denim	11	
Iron Heart	10	
Community Clothing	9	
Nudie Jeans	8	
HebTroCo	7	
Levi's	4	
Paul Smith	3	
People Tree	3	
Margaret Howell	2	
Fanfare Label	2	
Burberry	2	

Technical checks on your site

CHECK	RESULT
Home page title	Handmade Jeans from Wales | Hiut Denim Co. | Hiut Denim Co.
Meta description	Handmade jeans from our factory in Aberteifi, Wales. Crafted by skilled makers from exceptional denim and made to be worn for years.
Structured data (schema.org) types on home page	None found
/llms.txt present	No
Sitemap declared in robots.txt	Yes
FAQ content or FAQPage markup on home page	No

AI crawler access (robots.txt)

CRAWLER	STATUS
GPTBot	allowed, some paths blocked
OAI-SearchBot	allowed, some paths blocked
ChatGPT-User	allowed, some paths blocked

PerplexityBot	**allowed, some paths blocked**
ClaudeBot	**allowed, some paths blocked**
Google-Extended	**allowed, some paths blocked**
CCBot	**allowed, some paths blocked**
Applebot-Extended	**allowed, some paths blocked**

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 Schema Markup

Impact: High · Effort: Medium

Why: Current site checks indicate zero schema types are present, which limits the ability of AI models to parse product details like sizing, materials, and origin directly from the HTML.

How: Add Product and Organization schema to product pages and the home page. Include specific properties for bespoke services, manufacturing location, and material composition.

2. Create an llms.txt file

Impact: High · Effort: Low

Why: The site lacks an llms.txt file, which is a proposed convention for providing AI crawlers with a clean, summarized version of site content and brand guidelines.

How: Create a file named llms.txt in the root directory. Populate it with concise information about your denim construction, factory location in Wales, and sizing offerings.

3. Publish educational content on denim construction

Impact: Medium · Effort: Medium

Why: The brand is missed in answers regarding inner thigh rips and denim fading, as these queries require specific technical explanations about durability.

How: Write blog posts or a dedicated guide explaining your denim construction techniques, such as weave density and stitching methods. Ensure this content directly addresses why your jeans are durable.

4. Develop a bespoke services landing page

Impact: Medium · Effort: Medium

Why: Gemini did not name Hiut Denim for the question about custom length or bespoke sizing, although Gemma did, which suggests AI models do not have consistent information on these offerings.

How: Create a page detailing any custom sizing, length, or repair services you provide. Use clear headings and lists to ensure this information is easily extractable by search bots.

5. Add FAQ section to home page

Impact: Medium · Effort: Low

Why: The site check shows no FAQ content on the home page, which is a common location for AI to source quick answers to user questions.

How: Insert an FAQ section at the bottom of the home page covering topics like manufacturing, local production, and denim durability. Keep answers concise and factual.

6. Enhance product descriptions for search engines

Impact: Low · Effort: Low

Why: The current H1 and meta description are descriptive but do not mention specific durability features that address user concerns about denim longevity.

How: Update product meta descriptions to include keywords related to raw denim maintenance and construction quality. Keep descriptions under 160 characters for optimal visibility.

7. Engage with third party style directories

Impact: Low · Effort: Medium

Why: Neither model named Hiut Denim when asked how luxury British denim compares to heritage styles from the US. Being included in third party comparisons of British-made denim can give AI models more sources that name the brand.

How: Identify listicles and style directories that rank UK denim manufacturers. Reach out to these platforms to ensure your brand is included in their comparisons of British-made clothing.

Every question and result

#	BUYER QUESTION	GEMINI	GEMMA	FIRST BRANDS NAMED
1	What are the best premium jeans brands that manufacture exclusively in the UK?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, Dawson Denim
2	Which British denim labels are considered the top tier for quality and craftsmanship?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, Dawson Denim
3	Who makes the best selvedge denim jeans in the United Kingdom?	Named (#1)	Named (#1)	Hiut Denim Co, Hebden Cord, Blackhorse Lane Ateliers
4	What are the top-rated sustainable British denim companies?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, M.i.h Jeans
5	Which UK-based jean makers are known for the best raw denim fabrics?	Named (#1)	Named (#1)	Hiut Denim Co, Dawson Denim, Blackhorse Lane Ateliers
6	What are the highest quality British-made jeans for men?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, Dawson Denim
7	Where can I find the best premium British denim producers currently in business?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, HebTroCo
8	Which brands are recognized as the top UK manufacturers of luxury denim?	Named (#2)	Not named	Blackhorse Lane Ateliers, Hiut Denim Co, Dawson Denim

9	Where can I buy heavy-weight selvedge jeans that are made in the UK?	Named (#1)	Named (#1)	Hiut Denim Co, HebTroCo, Blackhorse Lane Ateliers
10	How can I find British-made jeans that offer a tailored fit for taller men?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, Grown & Sewn
11	Are there any UK denim manufacturers that specialize in organic cotton materials?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, MUD Jeans
12	Where can I find high-end UK-made jeans that offer free repairs for life?	Named (#1)	Named (#1)	Hiut Denim Co
13	What options exist for British-made raw denim that is suitable for a business casual office?	Named (#1)	Named (#1)	Hiut Denim Co, Dawson Denim, Blackhorse Lane Ateliers
14	Which UK denim brands offer custom length or bespoke sizing services?	Not named	Named (#1)	Blackhorse Lane Ateliers, Dawson Denim, HebTroCo
15	How does the durability of UK-made selvedge denim compare to Japanese-made alternatives?	Named (#2)	Named (#3)	Iron Heart, Hiut Denim Co, Momotaro Jeans
16	What are the main differences between mass-market jeans and premium UK-made denim?	Named (#1)	Named (#2)	Hiut Denim Co, Blackhorse Lane Ateliers
17	Is it worth paying more for British-made denim compared to high-street designer brands?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, HebTroCo
18	Are there any ethical alternatives to mainstream global denim brands based in the UK?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, MUD Jeans
19	How do luxury British denim brands compare to heritage styles from the US?	Not named	Not named	Blackhorse Lane Ateliers, Gieves & Hawkes, Levi's Vintage Clothing
20	What is the price range I should expect for authentic high-quality British-made jeans?	Named (#1)	Named (#2)	Hiut Denim Co, Dawson Denim, Blackhorse Lane Ateliers
21	Are British-made jeans worth the premium price tag for everyday wear?	Named (#1)	Named (#1)	Hiut Denim Co, Dawson Denim, Blackhorse Lane Ateliers
22	What value do I get when purchasing denim manufactured in the UK versus overseas?	Named (#2)	Named (#1)	Blackhorse Lane Ateliers, Hiut Denim Co, HebTroCo
23	What is a reasonable budget for a pair of durable, locally-made denim trousers?	Not named	Not named	Railcar Fine Goods, Tellason, Detroit Denim
24	Do UK denim makers offer better long-term value than cheaper fast-fashion jeans?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers, HebTroCo
25	Why do some jeans fade so quickly while others keep their color for years?	Not named	Not named	Nudie Jeans, 3sixteen, The Laundress Denim Wash
26	What should I look for to ensure I am buying authentic raw denim that will last?	Not named	Not named	Collect Mills, Nihon Menpu, Raleigh Denim
27	My jeans always rip at the inner thigh, what type of denim construction should I look for?	Not named	Not named	Nudie Jeans, Levi's, Iron Heart

28	What features should I prioritize if I want jeans that are both sustainable and durable?	Not named	Not named	Nudie Jeans, Iron Heart, Mud Jeans
29	How can I tell if a pair of jeans is truly manufactured in the UK rather than just designed there?	Named (#1)	Named (#1)	Hiut Denim Co, Blackhorse Lane Ateliers
30	I struggle to find comfortable jeans, what fabric blends should I look for in premium denim?	Not named	Not named	AG Jeans, Paige, Citizens of Humanity

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.