

Disclaimer

Nobody controls the AI platforms. Not us, not anyone. ChatGPT, Claude, Gemini, Grok and every other AI platform decide their own answers using their own systems, and those answers can change at any time without warning. No company can promise a specific mention, placement or ranking inside an AI platform's responses, and you should be cautious of anyone who says they can.

We believe in being straight with our clients. What we promise is the work: the content, structured data and optimisation that give your business the best possible chance of being picked up and recommended by AI platforms. Every deliverable we agree to produce gets produced, done properly and designed to maximise your chances. That is a promise we can keep, and it is the basis of our guarantee: do everything we ask of you during your engagement, and if you are genuinely unhappy with the work and the results, we continue working for you at no additional cost until you are happy, for up to a further 90 days.

What this means in practice

- We cannot guarantee that any AI platform will mention or recommend your business.
- Results vary by industry, competition, starting position and how the work is implemented.
- AI platforms update their systems regularly. Visibility can go up or down as they change.
- Timeframes shown on our website reflect typical experience, not a promise for your business.
- Every campaign targets the local market agreed with you at the start.

General information

The content on our website is provided for general information about our services. It is not professional, legal or financial advice. While we work to keep everything accurate and up to date, we make no warranties about the completeness or accuracy of the information on the site.