

Harrison Joinery

kitchen fitters · Leeds, UK · Scanned 2026-08-07

41

EMERGING

Overall visibility score across 3 AI engines. Each engine was asked 33 real buyer questions; the 24 discovery questions, where the engine must bring names up on its own, are what is scored. 0 means invisible, 100 means always recommended first.

THE MEASUREMENT

63

Grok

46

Claude

14

ChatGPT

Three engines, three different answers: each reads different sources. The gaps between these numbers are where the work is.

HOW TO READ THIS REPORT

What we measured, and how to read it honestly

We asked each AI engine the questions your buyers actually ask: "best kitchen fitters near me", "who should I hire", "who do you recommend" and more, for Leeds, UK, 33 questions per engine. Then we recorded, verbatim, who each engine named and which sources it read before answering.

The score

Only discovery questions count toward the score: questions where the engine had to bring your name up on its own. Being recommended first earns full credit, lower positions earn less. Questions that name you directly ("tell me about Harrison Joinery") are shown in the transcript but never scored; scoring them would flatter every invisible business.

The honest edges

If a question failed to run, it is excluded from the score, never counted against you. If an engine was not measured, it says so on the cover with the reason. AI answers change over time and vary by phrasing; this is a measurement of what the engines said at scan time, not a permanent fact, which is exactly why we re-measure monthly on the ongoing plans.

The three engines

Grok, Claude and ChatGPT each read the web differently, which is why your three scores differ. The per-engine pages show what each one read: those source lists are your levers, and they are usually different per engine.

Bands

SCORE	BAND	MEANING
80-100	DOMINANT	The AI usually recommends you.
55-79	COMPETITIVE	You show up often, but not reliably.
30-54	EMERGING	You surface sometimes. Competitors surface more.
10-29	BARELY	You are almost never named.
0-9	INVISIBLE	The AI does not mention you at all.

ENGINE · GROK

Grok named Harrison Joinery in 19 of 24 buyer questions

You show up often, but not reliably.

63

COMPETITIVE

Who Grok recommends instead

BUSINESS	NAMED	IN % OF ANSWERS	AVG POSITION
Bracken & Slate Kitchens	17x	71%	1.8
Calder Build Co	13x	54%	2.5
Milldene Kitchen Studio	8x	33%	3.2
Roundhay Bespoke Interiors	5x	21%	4.1

What Grok read to decide

SOURCE	TIMES READ
reddit.com	56x
checkatrade.com	38x
harrisonjoinery.example	24x
houzz.co.uk	21x
mybuilder.com	15x
trustpilot.com	11x

From the transcript

Highlighted names are businesses the engine named, verbatim. All names in this sample are invented.

ASKED Who should I hire to fit a new kitchen in Leeds?

Based on reviews and local reputation, three firms stand out: **Harrison Joinery**, **Bracken & Slate Kitchens** and **Calder Build Co**. **Harrison Joinery** is frequently praised for its finish and reliability, with reviewers on Reddit and Checkatrade calling out tidy work and honest quotes. **Bracken & Slate Kitchens** gets strong marks for design-led projects, while **Calder Build Co** is often mentioned for full renovations.

ASKED What are the best kitchen fitters in Leeds?

Frequently recommended options in Leeds include **Bracken & Slate Kitchens**, praised for showroom design work, **Harrison Joinery**, known for craftsmanship on fitted kitchens, and **Milldene Kitchen Studio** for budget-conscious projects. For larger structural jobs, **Calder Build Co** also comes up in local discussions.

ENGINE · CLAUDE

Claude named Harrison Joinery in 12 of 24 buyer questions

46

EMERGING

You surface sometimes. Competitors surface more.

Who Claude recommends instead

BUSINESS	NAMED	IN % OF ANSWERS	AVG POSITION
Bracken & Slate Kitchens	15x	63%	1.5
Milldene Kitchen Studio	11x	46%	2.6
Calder Build Co	8x	33%	2.9
Meanwood Carpentry & Kitchens	5x	21%	3.6

What Claude read to decide

SOURCE	TIMES READ
checkatrade.com	44x
yell.com	29x
houzz.co.uk	23x
brackenandslate.example	18x
google.com	16x
harrisonjoinery.example	8x

From the transcript

Highlighted names are businesses the engine named, verbatim. All names in this sample are invented.

ASKED Can you recommend a kitchen fitter in Leeds? I want quality work.

For quality-focused kitchen fitting in Leeds, **Bracken & Slate Kitchens** has a strong reputation for design and installation, with consistently high ratings on Checkatrade. **Milldene Kitchen Studio** is another well-reviewed option. If you want a traditional joinery-led approach, **Harrison Joinery** is worth a look, though it has a smaller review footprint than the others.

ENGINE · CHATGPT

ChatGPT named Harrison Joinery in 3 of 24 buyer questions

14

BARELY

You are almost never named.

Who ChatGPT recommends instead

BUSINESS	NAMED	IN % OF ANSWERS	AVG POSITION
Bracken & Slate Kitchens	21x	88%	1.3
Calder Build Co	11x	46%	2.4
Meanwood Carpentry & Kitchens	8x	33%	2.8
Milldene Kitchen Studio	7x	29%	3.1

What ChatGPT read to decide

SOURCE	TIMES READ
google.com	52x
yell.com	31x
trustpilot.com	20x
facebook.com	13x
brackenandslate.example	12x

From the transcript

Highlighted names are businesses the engine named, verbatim. All names in this sample are invented.

ASKED What are the best kitchen fitters in Leeds?

Well-regarded kitchen fitters in Leeds include **Bracken & Slate Kitchens**, which has hundreds of positive reviews and a complete business profile, **Calder Build Co** for full kitchen renovations, and **Meanwood Carpentry & Kitchens** for bespoke work. Checking recent reviews and asking for local references is recommended before hiring.

ASKED Tell me about Harrison Joinery in Leeds.

I could not find detailed, reliable information about a business called **Harrison Joinery** in Leeds. It may be a smaller local firm with a limited online presence. If you are considering them, it would be worth asking for references, examples of recent kitchen installations, and confirmation of insurance.

THE COMPETITIVE PICTURE

Who is winning your category in the AI answers

BUSINESS	TOTAL MENTIONS	NAMED BY
Bracken & Slate Kitchens	53x	Grok, Claude, ChatGPT
Calder Build Co	32x	Grok, Claude, ChatGPT
Milldene Kitchen Studio	26x	Grok, Claude, ChatGPT
Meanwood Carpentry & Kitchens	13x	Claude, ChatGPT
Roundhay Bespoke Interiors	5x	Grok

The sources behind the answers

Every domain below was read by an engine before it answered a buyer question in your category. This list, in this order, is your to-do list's raw material.

SOURCE	TIMES READ	READ BY
checkatrade.com	82x	Grok, Claude
google.com	68x	Claude, ChatGPT
yell.com	60x	Claude, ChatGPT
reddit.com	56x	Grok
houzz.co.uk	44x	Grok, Claude
harrisonjoinery.example	32x	Grok, Claude
trustpilot.com	31x	Grok, ChatGPT
brackenandslate.example	30x	Claude, ChatGPT
mybuilder.com	15x	Grok
facebook.com	13x	ChatGPT

YOUR WEBSITE'S MACHINE LAYER

The foundation check: what the machines can read on your site

Your website has two audiences now: people, and the AI systems deciding whether to recommend you. This is the machine layer of <https://harrisonjoinery.example>, checked point by point.

CHECK	VERDICT	DETAIL
Homepage reachable	OK	HTTP 200
AI crawler access	MISSING	robots.txt has a wildcard rule only; none of the 12 AI crawlers are named Fix: Name the AI crawlers (GPTBot, ClaudeBot, PerplexityBot and the rest) explicitly in robots.txt with Allow rules, so access is deliberate instead of accidental.
Sitemap declared in robots.txt	NEEDS WORK	sitemap exists but robots.txt does not point to it Fix: Add a Sitemap: line to robots.txt so crawlers find every page, not just the ones they stumble into.
llms.txt present	MISSING	not found Fix: Publish an llms.txt: a plain-text front door that tells AI systems what the business does, where it operates, and which pages answer which questions.
Structured data (JSON-LD)	NEEDS WORK	LocalBusiness present but missing service area and opening hours Fix: Complete the LocalBusiness schema: areaServed, openingHours, priceRange and a stable @id give the engines facts instead of guesses.
Organization identity declared	MISSING	no Organization or LocalBusiness entity declares the brand name Fix: Declare Harrison Joinery as the site's named entity with sameAs links to profiles the brand owns. Without it, engines cannot connect reviews and mentions to the site.
Answer-shaped content	MISSING	no FAQ or question-formatted content found Fix: Add a visible FAQ answering the questions buyers actually ask (cost, timeline, project scope), with matching FAQPage schema generated from the same source.
Title tag	NEEDS WORK	"Home - Harrison Joinery" says nothing about kitchens or Leeds Fix: Lead with what and where: "Harrison Joinery: fitted kitchens, Leeds". The title is the strongest single line the machines read.
Meta description	OK	148 chars
Canonical URL	OK	https://harrisonjoinery.example/
H1 heading	OK	Kitchens built properly, fitted properly
Sitemap reachable	OK	https://harrisonjoinery.example/sitemap.xml

THE PRIORITIZED FIX LIST

What to do about all of this, in order

The part we do on the monthly plan (or you can tackle yourself)

1 Open the doors for the AI crawlers

Name all 12 AI crawlers explicitly in robots.txt and point them at the sitemap. Right now access is accidental.

2 Declare the business as an entity

Structured data that says, machine-readably: Harrison Joinery, kitchen fitters, Leeds, with links that prove identity. This is what connects your reviews to your name.

3 Publish the machine front door (llms.txt)

A plain-text summary AI systems read directly: what you do, where, for whom, with pointers to the pages that answer buyer questions.

4 Answer-shaped pages for buyer questions

ChatGPT read google.com 52 times and named you in only 3 of 24 questions. Pages that directly answer "what does a fitted kitchen cost in Leeds" give every engine something to cite.

5 Fix the title tags

Every page title should say what and where. "Home" tells the machines nothing.

The part only you can do

1 Reviews on Checkatrade first

Grok read checkatrade.com 38 times and Claude 44 times for your category. A handful of fresh reviews there count for more than dozens anywhere else. We give you the exact ask-your-customer script.

2 Complete your Google Business Profile

ChatGPT leaned on google.com 52 times and named businesses with complete profiles. Claiming and filling yours takes an evening.

3 Give Grok something to read on X

Grok draws heavily from X activity. An occasional post about a finished kitchen, with photos, is visible raw material. If writing is not your thing, the Ghostwriter drafts posts in your voice.

Your \$149 is a credit. Start any monthly plan within 30 days of this report's delivery and the full report fee is credited to it. The monthly plan does the first list for you, then re-measures with these exact same questions and shows you the movement.

THE FINE PRINT, IN PLAIN WORDS

What this report is, and is not

This measures what these AI engines answered at the time of the scan. Engine answers change over time and vary with phrasing; treat this as a snapshot, not a permanent fact.

Nobody can guarantee an AI will recommend you, and you should be suspicious of anyone who promises it. What can be done, verifiably, is: make your business legible to the machines, be present in the sources they read, and measure honestly whether it is working. That is the work this report prioritizes.

Questions about anything in here: **info@theaslangroupllc.com**. We answer plainly.