01 · Summary

FR French-speaking Belgium · NL Dutch-speaking Belgium

AI models recommend it. Three weak points.

Real report, 11 October 2026. The names of the brand and its competitors, and the details that would identify it, are masked.

Translated from French. The brand was measured in French and in Dutch. The AI answers quoted stay in their original language, followed by their English translation.

Market: Belgium · FR French and NL Dutch · 7 AI models · prepared on 14 October 2026

When a gift buyer asks for advice without naming a brand, AI models name the brand in 98% of answers in FR (47 of 48) and 85% in NL (41 of 48) without web search, that is, from what they learned during training. With web search, they read pages first (page 2). Against five competitors, they choose it in 76% of answers that pick a single brand (130 of 172).

1. **Errors.** At least 19% of answers to questions about the brand (30 of 160) contain one. Three Mistral answers call the brand's products "sans gluten" (gluten-free), which is false.
2. **Price and the damaged parcel.** The brand is chosen once in 16 on price (manufacturer A: 9 times) and, in NL with web search, once in 7 for help when something goes wrong (manufacturer A: 5 times).
3. **Dutch with web search.** 30% of answers in NL (17 of 56) name the brand, vs 61% in FR (33 of 54); on 9 October, 35% (18 of 52) vs 71% (35 of 49). No visible link to the site has /nl/.

The brand is very visible without web search, fairly often chosen and fairly often recommended when named. Weak point: not very visible in NL with web search, 30% (17 of 56).

Web search (details page 2):	FR without	FR with	NL without	NL with
Visible? **very visible without web search**	98% (47 of 48)	61% (33 of 54)	85% (41 of 48)	30% (17 of 56)
Chosen? **fairly often chosen**	82% (28 of 34)	74% (35 of 47)	82% (31 of 38)	68% (36 of 53)
Recommended when named? **fairly often recommended**	excluded	68% (38 of 56)	73% (35 of 48)	77% (43 of 56)

THREE PROPOSED DECISIONS

01 **This week: check that every product page clearly flags gluten among the allergens, in French and in Dutch (action 1).**
E-commerce, with legal.

02 **This month: say at the top of the returns pages what the brand does about a damaged parcel and how fast, and give buyers longer to report it (action 2).**
Customer service, with legal.

03 **This quarter: make the Dutch pages findable without the brand name (action 3).**
E-commerce and marketing.

Six actions in detail, pages 12 to 14. The shop list (action 4) can be fixed in two days.

What is at stake: false health information attributed to the brand, the Dutch-speaking buyer who asks an AI with web search, and the buyer who hesitates over the price or over what happens to a damaged parcel.

02 · Overview

FR French-speaking Belgium · NL Dutch-speaking Belgium

Visible, chosen, recommended?

The brand is very visible without web search, fairly often chosen and fairly often recommended when named. Weak point: not very visible in NL with web search, 30% (17 of 56).

Every indicator in the report ties back to one of these questions. The labels follow fixed thresholds, by language and by mode.

Without web search

The AI answers from what it learned during training, which stops at a past date. It reads no pages and cites no sources. What the brand's site publishes today only reaches it after a model update. This mode shows the reputation already built.

With web search on

Web access is enabled. The AI then searches the web, reads a few pages and cites its sources; its answer follows what those pages say today. This is the mode the site can act on within a few weeks. Even with web access, an AI may not search: Claude ran no search on Q1 to Q8.

Why we measure both modes

Depending on the AI, its settings and the question, the buyer gets one answer or the other. In Dutch, the brand is named in 85% of answers without web search (41 of 48), and in 30% with it (17 of 56): 55 points lower. Actions 3 and 5 are aimed at this second mode.

Web search:	FR without	FR with	NL without	NL with
1 Is the brand visible?	98% (47 of 48)	61% (33 of 54)	85% (41 of 48)	30% (17 of 56)
2 Is the brand chosen?	82% (28 of 34)	74% (35 of 47)	82% (31 of 38)	68% (36 of 53)
3 Is the brand recommended when named?	excluded, 43 analysed out of 48 (page 8)	68% (38 of 56)	73% (35 of 48)	77% (43 of 56)

In short. Very visible without web search; with web search, fairly visible in FR, not very visible in NL. **Indicator: Presence.** Share of answers that name the brand when the question names no brand (Q1 to Q8). Related: brands cited alongside, pages cited (section 07), Presence score.

In short. Very often chosen without web search; fairly often chosen with web search. **Indicator: Preference.** Share of answers that choose the brand against five named competitors, among those that pick a single brand (Q17 to Q24). The questions name the brand first; the effect of this order is not measured. Related: choice by criterion, Preference score.

In short. Fairly often recommended in NL without web search; with web search, fairly often recommended in FR, very often recommended in NL. **Indicator: Perception.** Share of answers to questions about the brand (Q9 to Q16) that recommend it: a prompted recommendation, since the buyer names it. Related: tone, themes, Perception score. **When the buyer does not name it** (Q1 to Q8), the AI suggests it as a purchase in 94% of answers in FR without web search (45 of 48), 59% with (32 of 54); in NL, 81% without (39 of 48), 29% with (16 of 56): together with the brand named first (section 03), the closest measure to a spontaneous recommendation.

Is what the AI says correct? For all three questions: at least 19% of Perception answers (30 of 160) and 6% of Preference answers (12 of 204) contain a clear error; 8% of the brand's wins (11 of 130) rest on an error (section 06).

03 · Presence · Visible?

FR French-speaking Belgium · NL Dutch-speaking Belgium

Do AI models name the brand when the buyer does not?

Yes, almost always when they answer without web search. With web search, they name it less: 61% of answers in French (33 of 54), 30% in Dutch (17 of 56), half as often as in French.

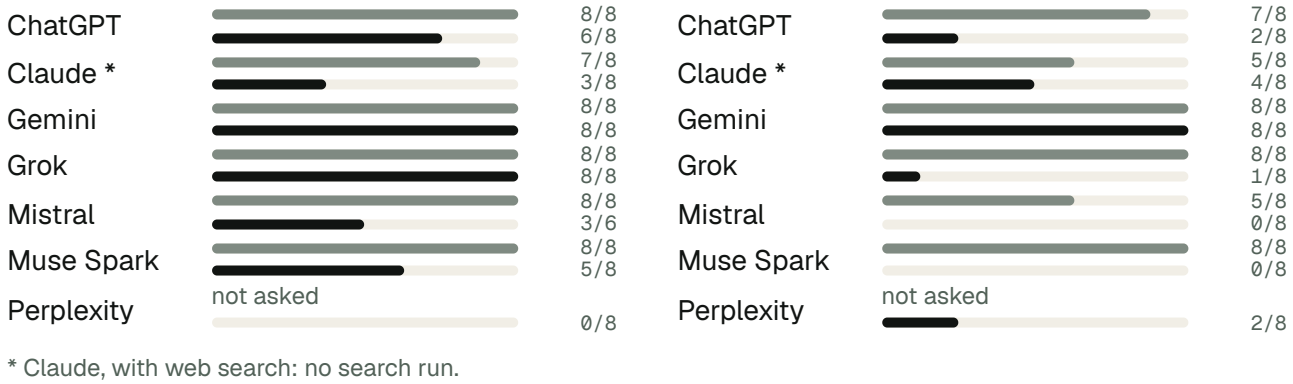
Eight gift-buyer questions with no brand in them (Q1 to Q8), put to six AI models without web search and seven with: a food gift online; in French, from an artisan; in Dutch, from a shop. The two modes: page 2.

Score out of 100 FR **91** without web search, **69** with NL **81** without, **49** with

The score is not the share of answers that name the brand. It also factors in the brand's rank, often first, the competitors cited in its place and, with web search, the sources: hence 49 for 30% of answers (17 of 56).

Brand named first: FR 85% of answers (41 of 48) without web search, 35% (19 of 54) with; NL 46% (22 of 48) without, 21% (12 of 56) with. Share of answers that name the brand, without web search: FR 98% (47 of 48), NL 85% (41 of 48).

answers that name the brand, by AI model (out of 8 questions) — Without web search — With web search



* Claude, with web search: no search run.

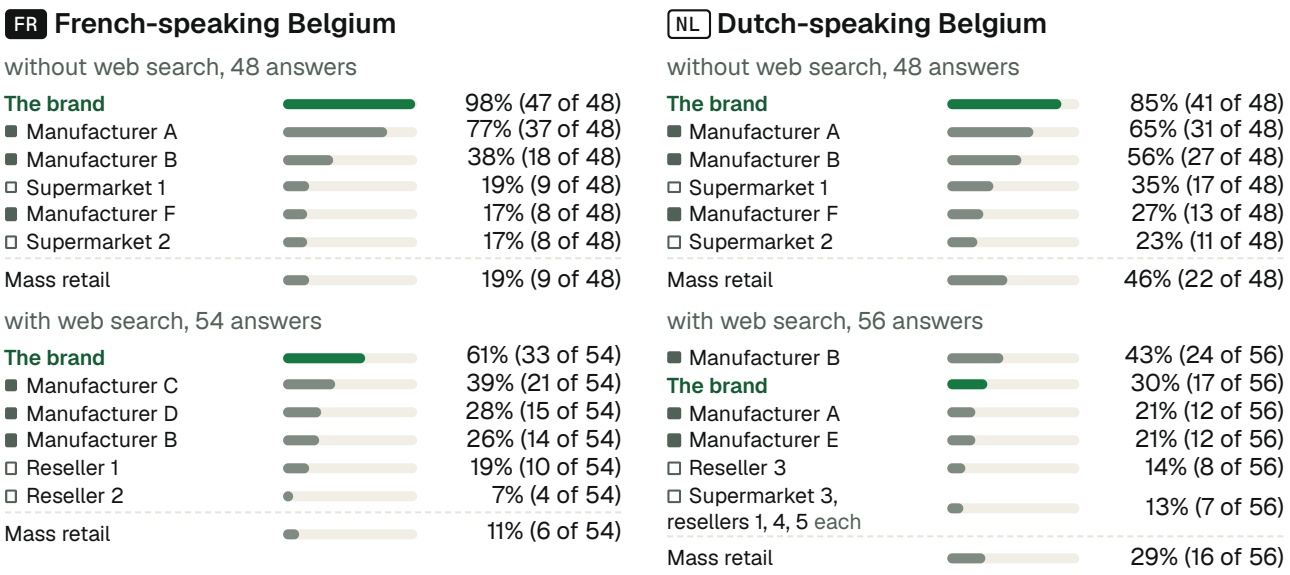
Without web search, every AI model names the brand in at least 7 answers out of 8 in French. In Dutch, Claude and Mistral name it in 5 answers out of 8, the others in 7 or 8.

With web search in Dutch, only Gemini names it in every answer (8 of 8). Mistral and Muse Spark never name it (0 of 8), Grok once in 8. The gap between the two languages comes from four AI models: Grok, Muse Spark, ChatGPT and Mistral name the brand in 73% of answers in French (22 of 30), and in 9% in Dutch (3 of 32). An earlier measurement on 9 October, with each AI on one model in both languages, already pointed the same way: 71% (35 of 49) in French, 35% (18 of 52) in Dutch.

Who appears alongside the brand, or in its place?

Mostly manufacturer A without web search: 77% of answers in FR (37 of 48), 65% in NL (31 of 48). With it, manufacturer C in FR, 39% (21 of 54), and, ahead of the brand, manufacturer B in NL, 43% (24 of 56).

share of answers, with or without the brand, that name each brand — The brand — manufacturer — reseller



The three manufacturers and two resellers cited most often in each series; each supermarket counted with its online services; below the line, mass retail: supermarkets and big platforms combined.

Manufacturer D, absent without web search, appears with it. In Dutch with web search, 29% of the answers that cite manufacturer B (7 of 24) do not name it as a brand to buy; as a brand to buy, it still comes up as often as the brand: 30% of answers (17 of 56). Without web search, mass retail comes up 27 points more often in Dutch; on 9 October, with web search and a Dutch question about an artisan, it was the reverse: 24% in NL (11 of 46), vs 36% in FR (15 of 42).

SO WHAT?

A Dutch-speaking buyer who asks an AI with web search sees the brand in only 30% of answers (17 of 56).

The other 39 mostly suggest manufacturer B, in 28% of these answers (11 of 39), manufacturer E in 23% (9 of 39), reseller 4 and manufacturer G in 18% each (7 of 39). Action 3 targets this market.

Caveat Each AI got each question only once: one AI's result over 8 answers is only indicative. An earlier measurement, on 9 October, with reworded questions and buyer profile (in Dutch, an artisan instead of a shop), gave different results: Perplexity, with the same model, named the brand in 5 answers out of 8 in French and 8 of 8 in Dutch (0 and 2 of 8 on 11 October). ChatGPT, Claude, Gemini and Grok changed model between the two dates: their results cannot be compared from one date to the other.

The Dutch count with web search includes two Claude answers (Q3, Q4) that name the brand as one to look for at a reseller, without recommending it: without them, 27% (15 of 56). The French count includes one Mistral answer (Q1) that mistakes a name on the brand's site for another manufacturer's.

04 · Preference · Chosen?

FR French-speaking Belgium · NL Dutch-speaking Belgium

Against five named competitors, which brand does the AI choose?

The brand, in 76% of answers that pick a single brand (130 of 172). It loses on price, and on help when something goes wrong in Dutch with web search.

Eight questions (Q17 to Q24) ask the AI to choose between the brand, manufacturer E, manufacturer C, manufacturer A, manufacturer B and manufacturer D, one criterion at a time.

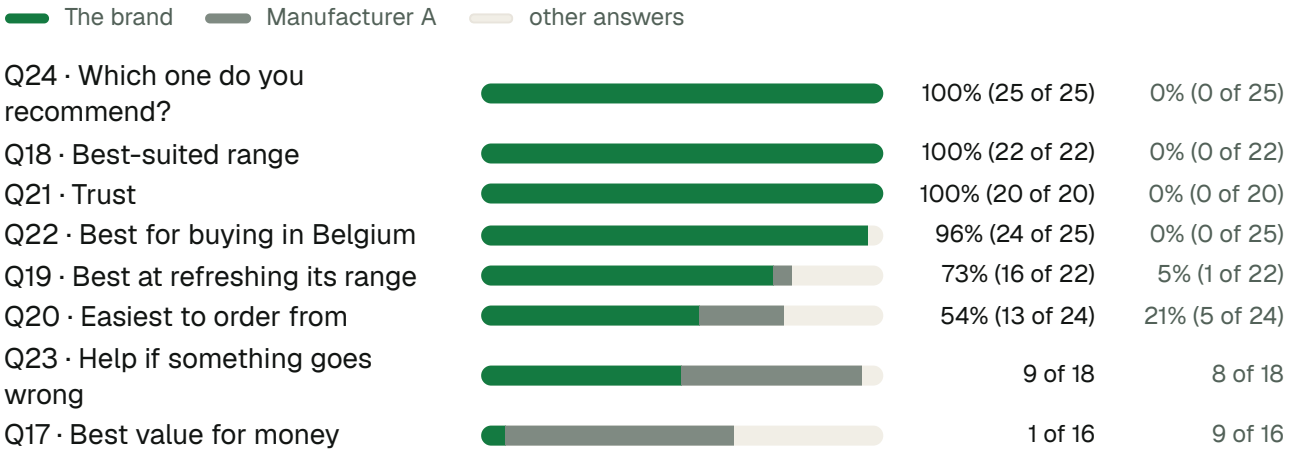
Score out of 100 FR 82 without web search, 74 with NL 82 without, 68 with

Share of answers that choose the brand, among those that pick a single brand.

Choices, among answers that pick a single brand: the brand 76% (130 of 172), manufacturer A, the only regular rival, 13% (23 of 172), manufacturer B 7% (12 of 172); then manufacturer E (3 choices), manufacturer C and manufacturer D (2 each).

The brand wins in both languages, 78% of choices in French (63 of 81) and 74% in Dutch (67 of 91); without web search, 82% (59 of 72); with it, 71% (71 of 100). Grok is the least favourable AI: it chooses the brand in 62% of cases (16 of 26), manufacturer B in 23% (6 of 26).

choice by criterion, among answers that pick a single brand



Other choices. Q17: manufacturer B 5, manufacturer C 1. Q19: manufacturer B 3, manufacturer C 1, manufacturer D 1. Q20: manufacturer B 4, manufacturer E 2. Q22: manufacturer D 1. Q23: manufacturer E 1.

It wins clearly where the buyer wants a safe gift: recommendation, range, trust, buying in Belgium. On ease of ordering, it stays ahead with just over half the answers: 54% (13 of 24), vs 21% (5 of 24) for manufacturer A and 17% (4 of 24) for manufacturer B.

Where the brand loses, and why

Price (Q17)

Only one answer in 16 chooses the brand; manufacturer A is chosen 9 times. That single win comes from Mistral, in French without web search, for the wrong reason: “gluten-free” products (page 9). In Dutch with web search, none of the 7 answers chooses the brand.

> ChatGPT gives the exact weight and price of the gift box, as shown on the brand’s site (masked here).

ChatGPT, with web search, Q17, in French. Summary, not a quote.

> “bien moins cher que [the brand] à poids égal” (much cheaper than [the brand], weight for weight)

Muse Spark, without web search, Q17, in French, about manufacturer A. The AI’s claim, not verified.

Help if something goes wrong (Q23)

Without web search, the brand wins 6 times out of 7. With web search, it loses: 3 choices out of 11, vs 7 for manufacturer A, 5 of which cite its complaints page (complaint window and handling time shown, [time limits masked]). For the brand, AI models read the terms of sale or the returns page, both in English: no returns, [time limit masked] to report a damaged parcel. None of the 5 answers that mention this time limit chooses the brand; none cites the French returns page.

Q23	The brand	Manufacturer A
FR without web search	3/3	0/3
FR with web search	2/4	2/4
NL without web search	3/4	1/4
NL with web search	1/7	5/7

> Grok chooses manufacturer A based on its complaints page: [time limits masked].

Grok, with web search, Q23, in French. Summary, not a quote. Matches the page read on 14 October.

> “[the brand] aanvaardt retouren in principe niet” ([the brand] does not, in principle, accept returns)

Grok, with web search, Q23, in Dutch. It cites the returns page and the terms of sale; requested with no language preference, they state in English that the product cannot be returned.

SO WHAT?

The AI chooses the brand for a gift, not for a lower price.

It chooses the brand once in 16 on price and, with web search, 3 times out of 11 for help if the parcel arrives damaged. Price is the brand’s call; the answer on damaged parcels can change within a few weeks if the site says up front what the brand does and how fast (action 2).

Caveat 8% of the brand’s wins (11 of 130) rest on an answer that contains a clear error about it (invented shop, wrong domain or “gluten-free”). The questions always name the brand first; the effect of this order is not measured.

84% of the 204 answers analysed (172 of 204) pick a single brand. The other 32 set a condition (12), refuse to decide (11), find the information insufficient (8) or call it a tie (1). On a close reading, 4 more point to a brand (manufacturer D 3, manufacturer C 1): the brand is still chosen in 74% of cases (130 of 176).

05 · Perception · Recommended when named?

FR French-speaking Belgium · NL Dutch-speaking Belgium

How do AI models describe the brand?

As a well-known Belgian brand whose products you can give without a second thought. The recurring criticism is price, then in-store service and, in 3% of answers (4 of 160), packaging seen as underfilled or the price per kilo.

Eight questions about the brand (Q9 to Q16): alternatives, range, reliability, possible problems, advice, reviews, worth it, overview. Three series: FR with web search; NL without and with web search; FR without web search excluded (page 8).

Score out of 100 FR **73** with web search NL **73** without web search, **74** with

Five ratings per answer, accuracy not included: the errors in section 06 do not count here.

Overall, out of 160 answers: recommended 73% (116 of 160), neutral 22% (35 of 160), advised against 2% (3 of 160); cited among others 1% (2 of 160), not named 3% (4 of 160).

Sentiment: what the AI does with the brand in its answer; positive: recommended, negative: advised against

	recommended	among others	neutral	advised against	not named
Overall	**73% (116 of 160)**	1% (2 of 160)	22% (35 of 160)	2% (3 of 160)	3% (4 of 160)
FR with web search	**68% (38 of 56)**	4% (2 of 56)	25% (14 of 56)	0% (0 of 56)	4% (2 of 56)
NL without web search	**73% (35 of 48)**	0% (0 of 48)	23% (11 of 48)	4% (2 of 48)	0% (0 of 48)
NL with web search	**77% (43 of 56)**	0% (0 of 56)	18% (10 of 56)	2% (1 of 56)	4% (2 of 56)

Criticisms counted separately, below. Rounded, so a row does not always add up to 100. All 3 “advised against” are on Q9; two answers classed “not named” do contain the brand’s name (ChatGPT, Q14, FR; Muse Spark, Q15, NL).

On both “Is [the brand] reliable?” (Q11) and “Would you recommend [the brand]?” (Q13), 100% of answers to each (20 of 20) recommend it, across all AI models. On “What problems could I run into?” (Q12), all 20 answers list risks without advising against it; with web search, 11 of 14 cite the no-returns policy and the current time limit (action 2).

What is praised

AI models bring up the brand’s history in 44% of answers (70 of 160).

“je te conseille [the brand] sans hésiter” (I recommend [the brand] without hesitation)

Gemini, with web search, Q13, in French.

“[...] rendent les [the brand’s products] parfaits à offrir” ([...] make [the brand’s products] perfect as a gift)

Claude, with web search, Q16, in French.

“[the brand] is een [...] dat bestaat sinds [year]” ([the brand] is a [...] that has existed since [year])

Gemini, without web search, Q11, in Dutch.

What comes up in the answers

Theme, share of answers	FR with web search	NL without web search	NL with web search	Overall
The brand's history	41% (23 of 56)	54% (26 of 48)	38% (21 of 56)	44% (70 of 160)
Price seen as high	48% (27 of 56)	21% (10 of 48)	23% (13 of 56)	31% (50 of 160)
In-store service	13% (7 of 56)	13% (6 of 48)	25% (14 of 56)	17% (27 of 160)
Packaging seen as underfilled, or price per kilo criticised	5% (3 of 56)	0% (0 of 48)	2% (1 of 56)	3% (4 of 160)

Keyword count, checked in context: an order of magnitude, not an exact figure.

What is criticised

"Prix élevé. C'est le reproche le plus fréquent." (High price. It is the most frequent criticism.)

Grok, with web search, Q14, in French.

"Vrijwel elke review vermeldt dat [the brand] erg duur is" (Almost every review mentions that [the brand] is very expensive)

Gemini, without web search, Q14, in Dutch.

SO WHAT?

Price complaints come from shop customers; price matters online too.

The reviews that find the brand expensive come from customers of its physical shops; the AI models cite no review specific to the online shop. Price still matters online: it should be tackled on the product pages (action 6).

Caveat The French series without web search is excluded: 43 answers analysed out of 48 planned (47 received).

06 · Accuracy · Is what the AI says correct?

FR French-speaking Belgium · NL Dutch-speaking Belgium

Is what AI models say about the brand accurate?

Not always. At least 19% of answers (30 of 160) contain a clear error about the brand. The most serious one concerns health.

Answers with at least one clear error: Perception, overall, 19% (30 of 160), 20% (32 of 160) with the 2 debatable cases; Perception NL without web search, 35% (17 of 48), 38% (18 of 48) with the debatable case; Preference, overall, 6% (12 of 204).

AI ERROR

3 Mistral answers call the brand's products "sans gluten" (gluten-free). 7% of Preference answers in French without web search (3 of 45) say so, all from Mistral (Q17, Q19, Q20), and all 3 name the brand as the best choice.

What is true The brand says the opposite on its own site: its help centre warns people who are intolerant to gluten, and the product page flags gluten among the allergens.

Source: the help centre and a product page on the brand's site

AI ERROR

The brand is said to have a shop in Belgian cities where it has none. 11% of Perception answers (17 of 160) say so; in Dutch without web search, 25% (12 of 48). 3% of Preference answers (7 of 204) too.

What is true The brand has no shop of its own in these cities; resellers sell its products there. 8 of the 17 answers cite only city A: an old page on the site still mentions a shop there.

Source: the shop list and an old page on the brand's site

AI ERROR

The brand's site is given as wrong domain 1 (9 answers), wrong domain 2 (4) or wrong domain 3 (2). 3% of the answers in the report (15 of 570), 11 of them from Mistral.

What is true The brand's site is on another domain. Wrong domain 2 is another company's site; wrong domain 3 is a domain for sale, with no site. The owner of wrong domain 1 is unknown.

Source: the brand's site

Other errors found in Perception, in number of answers out of 160: a wrong shop phone number, 1 (Grok, Q10); wrong number of shops, 4; invented sister shop, 1; newsletter sign-up presented as a subscription, 1; wrong delivery costs and times, 2; wrong shop address, 1.

Perception answers with at least one clear error, by AI model



Clear errors only, without the two debatable cases (in Dutch: Claude, Q10, without web search; Gemini, Q15, with). Perplexity, 16 answers: count only. By series: 14% (8 of 56) in French with web search, 35% (17 of 48) in Dutch without, 9% (5 of 56) with.

What AI models pick up, and what they leave out

Fact checked on the brand's site, picked up in Q9 to Q16	FR with web search	NL without web search	NL with web search	Overall
A label (certification)	0% (0 of 56)	0% (0 of 48)	4% (2 of 56)	1% (2 of 160)
Number of brand-owned shops	11% (6 of 56)	0% (0 of 48)	2% (1 of 56)	4% (7 of 160)
Free delivery in Belgium above a minimum order	38% (21 of 56)	0% (0 of 48)	46% (26 of 56)	29% (47 of 160)

The label and the number of shops appear in no answer to the questions that do not name the brand (Q1 to Q8). Free delivery appears there in 15% of answers with web search (16 of 110): 22% (12 of 54) in French, 7% (4 of 56) in Dutch; and in no answer without web search.

SO WHAT?

Errors are concentrated in Mistral, 58% of its answers (14 of 24), and in Dutch answers without web search, 35% (17 of 48); 38% (18 of 48) with the debatable case.

The site can correct the city A news item right away and check the gluten notice on the product pages. The label and the number of shops almost never reach the buyer.

Caveat Manual review against the brand's site, read on 13 and 14 October 2026; two cases remain debatable.

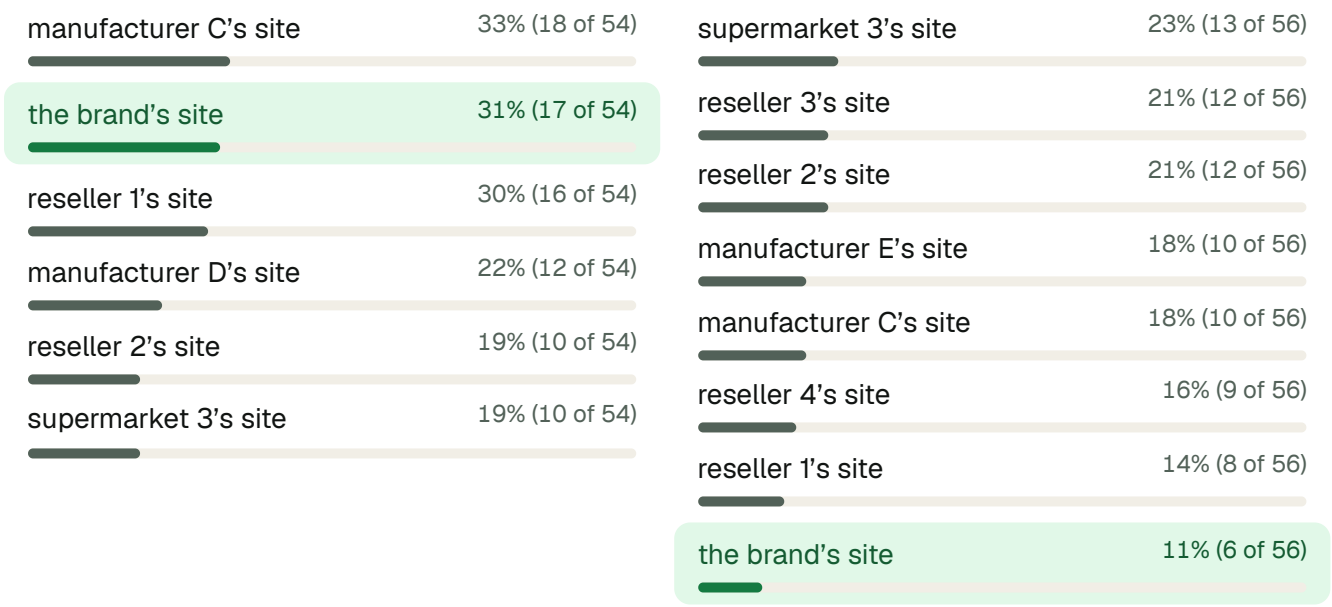
07 · Sources · Visible?

FR French-speaking Belgium · NL Dutch-speaking Belgium

Which pages do AI models cite when the buyer does not name the brand?

The brand's site is cited a third as often in Dutch: in 11% of answers (6 of 56), vs 31% in French (17 of 54). On 9 October: 17% (9 of 52) vs 51% (25 of 49).

answers that cite at least one page from the domain, out of 54 answers in French and 56 in Dutch



Links cited by AI models with web search on Q1 to Q8, counted once per answer (516 links in French, 453 in Dutch). In Dutch, 9 domains come ahead of the brand's site, including the sites of manufacturers A and G, each cited in 13% of answers (7 of 56), not shown in the chart; 6 others tie with it.

In Dutch, the links to the brand's site whose address is visible lead to product pages, the terms of sale and the returns page, at addresses without /nl/. Requested with no language preference, they serve the English page; a browser set to Dutch is sent to the /nl/ page. Three other links, from Gemini (2 answers), go through a redirect that hides their path.

SO WHAT?

In Dutch, AI models that search cite the brand's site a third as often as in French, and no visible address has /nl/.

Two levers: the site's /nl/ pages (action 3); the brand's presence in resellers' catalogues, which is a commercial decision.

Caveat The effect of the /nl/ pages on the brand's presence remains a hypothesis.

08 · Action plan

FR French-speaking Belgium · NL Dutch-speaking Belgium

What to do, and in what order?

Six actions, ranked by risk, then by the size of the gap measured, then by effort. Each one starts from a figure in this report. Its effect is a hypothesis: it will be checked by asking the same AI models the same questions again, four weeks after the changes go live.

01 Publish the gluten warning on the brand's site

Finding	7% of Preference answers in French without web search (3 of 45), all from Mistral, call the brand's products "sans gluten" (gluten-free), and all 3 name it as the best choice. The brand's help centre says the opposite.		
Questions and AI	Q17 value for money, Q19 refreshing the range, Q20 easiest ordering; Mistral.		
Pages to change	Every product page on the brand's site, in French and in Dutch; the help centre page on gluten.		
To do	Check that every product page clearly flags gluten among the allergens, in French and in Dutch, with the help centre's warning to people who are intolerant to gluten. Also check that this warning appears on the product pages, and not only in the help centre.		
Owner	E-commerce, signed off by legal.	Effort	2 days.
Next measurement	No "gluten-free" answer from Q17 to Q24, with and without web search.		

02 Say what the brand does about a damaged parcel, the same way in French, Dutch and English

Finding	With web search, on "Which shop will help me most if something goes wrong?", the brand is chosen 3 times out of 11, manufacturer A 7 times, including 5 answers that cite its complaints page (complaint window and handling time shown, [time limits masked]). None of the 5 answers that give the brand's time limit for reporting a damaged parcel ([time limit masked]) chooses it; only 2 say it replaces or refunds, as its terms of sale promise.		
Questions and AI	Q23 with web search: Grok and Mistral choose manufacturer A in French; ChatGPT, Gemini, Grok, Mistral and Muse Spark in Dutch. Q12 with web search: all AI models except Perplexity, and except Gemini in Dutch.		
Pages to change	On the brand's site, the three returns pages (French, Dutch, English); the articles of the terms of sale on returns and complaints, in all three languages.		
To do	At the top of the three returns pages, the same text, under the heading "A problem with your order? Complaints, returns and refunds": a damaged parcel is replaced or refunded, as the customer prefers, with nothing to send back; more time to report it than now; the brand's response time; a single email address and a phone number; Belgian law and the Consumer Mediation Service. Align these articles. Stop leading with the no-returns policy and the current time limit.		
Owner	Customer service, with legal for the general terms of sale.	Effort	1 week to decide, 1 day to publish.
Next measurement	Q23 and Q12 with web search, in both languages. Baselines: the brand chosen 3 times out of 11 on Q23; replacement or refund mentioned 2 times out of 14; no-returns policy and current time limit cited 11 times out of 14 on Q12, 2 of them by Mistral.		

03 Make the Dutch pages findable by AI models that search without the brand name

Finding	With web search, 30% of Dutch answers (17 of 56) name the brand, vs 61% in French (33 of 54). The brand's site is cited in 11% of Dutch answers (6 of 56); no visible address has /nl/. When the question names the brand, AI models do cite a /nl/ page, in 32% of Preference answers (18 of 56): the problem is being found without being named.
Questions and AI	Q1 to Q8 in Dutch, especially Q6 value for money and Q8 local shop (1 answer out of 7 each); Mistral and Muse Spark (0 of 8), Grok (1 of 8), ChatGPT (2 of 8).
Pages to change	On the brand's site: the Dutch home and shop pages, and the product pages.
To do	Rewrite titles, meta descriptions and first paragraphs with the buyer's words, those of the questions asked (in Dutch, the equivalent of: online shop, [product name], fast delivery). Add the brand and product type to the flagship product page title, which names only the product. Align the information in the Dutch meta descriptions between the home page and the shop. Describe product pages as products (Product structured data: price, availability), not as plain pages. Group the products sold only in the shops separately, so that an AI does not suggest them for online purchase. Have the new copy reviewed by a Dutch-speaking copywriter.
Owner	E-commerce, with marketing for the copy. Effort 2 to 3 weeks.
Next measurement	Q1 to Q8 in Dutch with web search: answers that name the brand, today 30% (17 of 56); answers that cite a visible /nl/ address, none today. The causal link remains to be shown.

04 Correct the shop list

Finding	11% of Perception answers (17 of 160) place a brand shop in one of four Belgian cities where it has none; in Dutch without web search, 25% (12 of 48). 3% of Preference answers (7 of 204) too. 8 of the 17 cite only city A, which the site still lists.
Questions and AI	Q10 to Q16 and Q21 to Q24, mostly in Dutch; Mistral (6 of the 17 answers), Gemini (5), Muse Spark (4), Claude (2).
Pages to change	On the brand's site: the old page about city A; the shop list, in French and in Dutch; the page of a point of sale run by a reseller.
To do	Update the old page about city A. Label as "reseller" every point of sale that is not a brand shop, starting with the one whose page has the brand's name in its title. At the top of the shop list, in Dutch and in French, add one sentence saying where the brand's own shops are and in which other cities resellers carry its products.
Owner	Marketing, with e-commerce. Effort 2 days.
Next measurement	Q10 to Q16 and Q21 to Q24 in Dutch with web search: answers that cite a city with no brand shop.

05 Pin down the brand's identity on the web

Finding	3% of the answers in the report (15 of 570) give the brand a site that is not its own, 11 of them from Mistral: wrong domain 1 (9 answers), wrong domain 2, another company's site (4), wrong domain 3, a domain for sale with no site (2).
Questions and AI	Q2, Q5, Q6 and Q8 (questions without the brand name), questions about the brand (Q9 to Q16), Q20; Mistral (11 of the 15 answers).
Pages to change	The brand's home page (Organization structured data); the product pages whose title does not name the brand; the brand's help centre.
To do	Fill in the Organization structured data, very incomplete today: legal name, company number, address, founding year, phone, email, links to the official accounts. Add the brand name to the title of every product page. Publish contact details and delivery times on the brand's site. Check who holds wrong domain 1.
Owner	E-commerce; legal for wrong domain 1. Effort 1 week.
Next measurement	Answers that give a site other than the brand's own, today 3% (15 of 570).

06 Answer the price objection on the product pages

Finding	On value for money, the brand is chosen only once in 16, for the wrong reason; manufacturer A is chosen 9 times. Price comes up in 31% of Perception answers (50 of 160). The price ChatGPT cites is correct: this is not an error to fix, it is an objection to handle.
Questions and AI	Q17, all AI models; Q6 "value for money" without the brand name, where the brand is named in only 3 answers out of 7 in French and 1 of 7 in Dutch with web search.
Pages to change	The page of the gift box cited by ChatGPT and the matching Dutch page; the gift box pages.
To do	On each page, a short "why this price" paragraph (ingredients, how it is made). A photo of each gift box open, to show what is really inside. At the top of the online shop, feature an entry-level gift already in the catalogue.
Owner	Marketing, with e-commerce. Effort 1 to 2 weeks, photos included.
Next measurement	Q17 and Q6, in both languages; share of Perception answers that mention price, today 31% (50 of 160).

SO WHAT?

Actions 1, 2 and 4 take about two weeks between them.

On the site, they deal with three points where AI errors or lost comparisons start: gluten, returns, the shop list. Actions 3 and 5 are the longer-term work: making the brand findable and unambiguous for an AI that searches, starting in Dutch. Action 6 tackles the objection that costs the brand the comparison.

Caveat An AI answering without web search does not reread the site: its answer only moves when the model is updated. The effects will show first in answers with web search.

Page blurred in this example

Page blurred in this example

Page blurred in this example