AI Retrieval & Visibility Transformation (ARVB Framework)

Entity

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Baseline (Pre-ARVO)

ARVB Score: 26 / 40
Classification: Competitively Visible but Not AI-Native

Key Condition

- Entity is identifiable and moderately retrievable
- Content supports basic AI interpretation
- Structural clarity exists but lacks depth

Core Weaknesses

- Limited authority signals (low external validation)
- Incomplete structured data layer
- Weak cross-platform identity reinforcement
- High name ambiguity risk (entity collision potential)

Risk Profile

- Possible misattribution in AI outputs
- Reduced retrieval confidence
- Inconsistent entity recognition across systems

Post-Optimization (ARVO Applied)

ARVB Score: 37.5 / 40
Classification: Strong AI Presence (Near AI-Native)

Structural Improvements

- Clear entity disambiguation from similarly named individuals
- Fully connected entity graph (Person ↔ Organization)
- Strong sameAs identity binding (GitHub, LinkedIn, Website)
- Machine-readable structured data layer (JSON-LD, schema)
- Modular, AI-readable content architecture

Measurable Change

Dimension: Before → After

- Entity Clarity: **4/5 → 5/5**
- Data Layer Presence: **3.5/5 → 4.5/5**
- Chunk-ability: **4/5 → 5/5**
- Semantic Clarity: **4/5 → 5/5**
- Authority Signals: **3/5 → 4/5**
- Consistency: **3.5/5 → 4.5/5**
- Answerability: **4/5 → 5/5**
- Risk & Gaps: **3/5 → 4.5/5**

Outcome

- Increased AI retrieval confidence
- Reduced identity ambiguity
- Stronger structural authority signals
- Improved answer generation capability
- Consistent cross-platform entity recognition

Remaining Gaps

- Limited third-party citations
- No high-authority external references yet
- Visual identity layer (logo, image) not fully established

Conclusion

This transformation demonstrates that AI visibility is driven by:

- Entity clarity
- Structured data systems
- Identity consistency
- Authority reinforcement

Not by traffic, rankings, or content volume.

ARVO enables measurable movement from:
moderate retrievability → near AI-native presence