

**K&C** Known & Cited

AI VISIBILITY STRATEGY · BI-ANNUAL

# BigShop AVS · United Kingdom Delivery Doc

H1 2026 · Implementation Playbook · United Kingdom market

Prepared for BigShop · June 2026

United Kingdom scope only · Companion to the UK AVS report

**Be Known. Be Cited.**

Focus. Measure. Plan. Deliver. Repeat.

**UK DELIVERY DOC.** This is the implementation playbook for the United Kingdom recommendations. Pricing and commercial detail sit in the UK AVS report.

**READ THIS FIRST**

## How to use this document

This is a delivery guide, not a sales document. It is written so that anyone tasked with delivering the BigShop UK recommendations, whoever that is, can pick it up, read what needs to be done, and do it. Each of the 12 items is broken into a clear objective, why it works for AI citation, the steps to deliver it, what a good result looks like, and how you know it is done.

Pricing is deliberately not in this document. Costs and commercial detail sit in the UK AVS report. This doc is purely about how to deliver the work to the standard that earns AI citations.

The content playbooks in the second half (FAQ and answer pages, brand-story and profile pages, comparison content, press article ideas and owned social) are the reusable how-to-write-it specs the 12 items refer to. Read the relevant playbook before starting a piece of content.

### LEGEND

**Delivers:** who does the work (K&C / web developer / BigShop UK lead / K&C PR Connect). This doc assumes K&C may or may not be the deliverer, so the guidance stands on its own.

**Timeline:** a working-week estimate from kickoff.

**Status:** proposed (this doc) / agreed (after consultation) / in flight / done.

## ORDERING PRINCIPLE

This guide mirrors the UK report's impact-velocity ordering: fastest-impact first, slow-compounding last. Items 1 to 8 can run in parallel if there is capacity.

## TWELVE PLAYBOOKS, IN IMPACT-VELOCITY ORDER

# The 12 UK delivery playbooks

## 1 Add FAQPage and Organization schema to bigshop.co.uk

Delivers: K&C specifies → BigShop web developer implements · Timeline: 1 week (FAST) · Status: proposed

### OBJECTIVE

Make BigShop's entity machine-readable on bigshop.co.uk with markup, no content rewrite.

### WHY IT WORKS

Structured data is free leverage: bigshop.co.uk currently carries zero schema. FAQPage and Organization schema dramatically improve entity recognition with no content changes, just markup on existing pages.

### HOW TO DELIVER

1. K&C specifies the FAQPage and Organization markup for the existing UK pages.
2. The BigShop web developer implements it.
3. Validate every page in a schema validator before sign-off.
4. Confirm the Organization record names the UK store presence.

### WHAT GOOD LOOKS LIKE

bigshop.co.uk returns valid Organization and FAQPage schema. Zero ongoing cost, compounds with every other recommendation.

### DONE WHEN

- ✓ bigshop.co.uk passes schema validation.
- ✓ The Organization record names BigShop's UK stores.

## 2 Publish a UK FAQ / answer page on bigshop.co.uk

Delivers: K&C drafts → web developer implements · Timeline: 2 weeks from sign-off · Status: proposed

### OBJECTIVE

Publish a UK FAQ page that answers the exact questions shoppers ask, marked up so AI quotes it verbatim.

### WHY IT WORKS

FAQPage schema labels questions and answers explicitly, the single strongest pull from Google AI Overviews. It turns a page into ready-made answers AI can lift.

### HOW TO DELIVER

1. Pull 10 to 15 of the highest-intent UK questions from the query data: ranges, the food hall, delivery, returns, store locations.
2. Write each answer using the FAQ playbook below: one clear question, a direct first sentence, then 2 to 4 supporting sentences.
3. Hand to the web developer to build the page and implement FAQPage schema.
4. Internally link it from the homepage and the ranges pages.

### WHAT GOOD LOOKS LIKE

Every answer reads as a standalone, quotable response in plain British English. See the FAQ page playbook.

#### **DONE WHEN**

- ✓ Page is live with valid FAQPage schema.
- ✓ It answers the questions the report flags as gaps.

### **3 Pitch Guardian, Telegraph and Vogue best department stores features**

**Delivers:** K&C pitch pack + content → K&C PR Connect outreach · **Timeline:** 6–8 weeks (PR cycle) · **Status:** proposed

#### **OBJECTIVE**

Earn BigShop a place in the high-authority UK roundups AI quotes when shoppers ask for the best department stores.

#### **WHY IT WORKS**

BigShop appears in 4 of the 12 major UK roundups tracked; John Lewis appears in 11. The Guardian, Telegraph and Vogue are the three highest-authority sources for these features and are cited heavily by UK AI.

#### **HOW TO DELIVER**

1. Do not pitch a named journalist and do not call a journalist. Lead with the idea. Use the press article ideas playbook below.
2. Build a pitch pack around BigShop's genuine angles: the food hall, own-brand fashion and the in-store experience.
3. Anchor each idea in something real: a BigShop range or a data point from the CX research (item 8).
4. K&C PR Connect runs outreach; the deliverer supplies the finished idea and draft.

#### **WHAT GOOD LOOKS LIKE**

Angles a UK retail editor would consider on merit. A play to move the UK read from 65 toward 70 and above.

#### **DONE WHEN**

- ✓ At least one feature names BigShop on merit.
- ✓ No piece reads as advertising.

### **4 Build a /heritage page telling BigShop's story with structured data**

**Delivers:** K&C drafts → BigShop sign-off → web developer publishes · **Timeline:** 1–2 weeks from sign-off · **Status:** proposed

#### **OBJECTIVE**

Give AI the brand-story signal it reaches for on who is established and credible queries.

#### **WHY IT WORKS**

Entity authority correlates strongly with brand-story pages in retail. John Lewis's heritage page is cited in roughly a quarter of UK responses. BigShop's founding and regional growth are untold assets.

#### **HOW TO DELIVER**

1. Write a dedicated /heritage page with a timeline, founding story, regional growth and the milestones that built the chain. Follow the brand-story page playbook below.
2. Add rich Organization and timeline schema.
3. Internally link it to /about, /food-hall and the comparison pages (item 5).

#### **WHAT GOOD LOOKS LIKE**

A page that reads as the definitive BigShop story, written for a reader and marked up for a machine. Feeds Category Leadership, Narrative Consistency and Temporal Freshness at once.

#### **DONE WHEN**

- ✓ Page is live with valid schema.
- ✓ It names the founding date, the regional growth and at least three milestones.

## 5 Build comparison content: BigShop vs John Lewis and vs M&S

Delivers: K&C drafts → BigShop sign-off → web developer publishes · Timeline: 2 weeks from sign-off · Status: proposed

### OBJECTIVE

Give AI the language for BigShop's strengths on the comparison queries that drive recommendations.

### WHY IT WORKS

Comparison queries are a major driver and BigShop currently appears in zero owned comparison pieces. AI cites comparison frameworks when making recommendations.

### HOW TO DELIVER

1. Write two standalone pieces to the comparison content playbook below: BigShop vs John Lewis and BigShop vs Marks & Spencer.
2. Be fair and specific: where BigShop genuinely leads (food hall, value, in-store experience) and where it sits alongside.
3. Add FAQ schema and internally link from /about and the ranges pages.

### WHAT GOOD LOOKS LIKE

Honest, specific comparisons AI can quote. Directly addresses the Competitor Gap pillar.

### DONE WHEN

- ✓ Both pieces are live with schema.
- ✓ Each names a concrete BigShop strength with evidence.

## 6 Create a sustainability page with measurable commitments

Delivers: K&C drafts → BigShop sign-off → web developer publishes · Timeline: 1–2 weeks from sign-off · Status: proposed

### OBJECTIVE

Answer the rising sustainability query theme with a citeable, specific page.

### WHY IT WORKS

Sustainability is a rising UK retail query theme; M&S's Plan A page is cited in roughly 15% of sustainability-scoped responses. BigShop's commitments are not published prominently anywhere.

### HOW TO DELIVER

1. Write a dedicated sustainability page detailing carbon targets, supply-chain standards and ethical sourcing, with specific numbers.
2. Add schema and link from /about and /heritage.
3. Reference the commitments in the FAQ page (item 2).

### WHAT GOOD LOOKS LIKE

A page with measurable commitments AI can quote, not vague intent. Feeds Sentiment and Category Leadership.

### DONE WHEN

- ✓ The sustainability page is live with measurable commitments.
- ✓ It names at least one specific, dated target.

## 7 Get listed on Which? and Good Housekeeping department-store features

Delivers: K&C drafts → K&C PR Connect coordinates · Timeline: 6–8 weeks (PR cycle) · Status: proposed

### OBJECTIVE

Earn the consumer-authority listings AI treats as trusted rankings.

### WHY IT WORKS

Which? (4.2% UK citation share) and Good Housekeeping are top consumer-authority citation sources for UK retail queries and are treated by AI as trusted rankings. BigShop is on neither.

### HOW TO DELIVER

1. Draft the submission to the brand-story and profile page playbook below.
2. K&C PR Connect coordinates the submission and any review requirements.
3. Keep the wording consistent with the website so AI sees one coherent entity.

### WHAT GOOD LOOKS LIKE

A factual, structured entry consistent with bigshop.co.uk. Consumer authorities feed Sentiment and Framing positively.

### DONE WHEN

- ✓ BigShop is listed on at least one consumer authority.
- ✓ The listing matches the on-site wording.

## 8 Publish original research: UK Department Store CX Report 2026

Delivers: K&C designs and writes → BigShop fields the survey · Timeline: 8–10 weeks · Status: proposed

### OBJECTIVE

Create a citeable data asset that positions BigShop as a thought leader, not just a retailer.

### WHY IT WORKS

AI cites original research heavily, so a published report becomes a self-perpetuating citation asset. It also supplies the data behind the press pitches in items 3 and 9.

### HOW TO DELIVER

1. K&C designs the survey: omnichannel expectations, own-brand preferences, the role of the food hall and in-store experience.
2. BigShop fields it to 2,000 or more UK customers.
3. K&C writes the report and a press release, published freely.
4. Seed the findings into the press pitches (items 3 and 9).

### WHAT GOOD LOOKS LIKE

A report editors and AI both cite, with BigShop named as the author. Self-perpetuating once indexed.

### DONE WHEN

- ✓ The report is live and freely accessible.
- ✓ At least one press feature cites the research.

## 9 Earn trade-press coverage: Retail Week and Drapers

Delivers: K&C pitch pack + content → K&C PR Connect outreach · Timeline: 6–8 weeks (PR cycle) · Status: proposed

### OBJECTIVE

Earn citations in the UK retail trade titles AI treats as neutral references.

### WHY IT WORKS

Retail Week and Drapers are heavily cited because AI treats them as neutral trade references. BigShop is

absent from both.

#### HOW TO DELIVER

1. Do not pitch a person by name. Lead with the idea. Use the press article ideas playbook below.
2. Build a pitch pack around one or two strong ideas, each with a BigShop example or a CX research data point behind it.
3. K&C PR Connect runs outreach; the deliverer supplies the finished idea and draft.

#### WHAT GOOD LOOKS LIKE

Article ideas a UK retail editor would commission on merit, anchored in BigShop's genuine strengths.

#### DONE WHEN

- ✓ At least one idea is accepted on its merit.
- ✓ No piece reads as advertising.

## 10 Launch a BigShop YouTube channel: lookbooks and behind-the-scenes

Delivers: K&C plans + produces → BigShop hosts · Timeline: bi-monthly cadence from month 2 · Status: proposed

#### OBJECTIVE

Feed Google AI Overviews directly with the visual content it cites and BigShop currently has none of.

#### WHY IT WORKS

YouTube feeds Google AIO directly and is underexploited in the data (3.9% UK citation share understates its influence). The food hall, own-brand launches and seasonal campaigns are visual stories.

#### HOW TO DELIVER

1. Build a bi-monthly content calendar: food-hall features, own-brand lookbooks, behind-the-scenes and seasonal campaigns.
2. Publish each with proper titles, descriptions and schema so AIO can read it.
3. Cross-link videos from the relevant site pages and the LinkedIn stream (item 11).

#### WHAT GOOD LOOKS LIKE

A channel that gives AIO something current to cite every month. Multiplies the Temporal Freshness signal.

#### DONE WHEN

- ✓ Channel is live with a sustained bi-monthly cadence.
- ✓ Each video carries a full description and schema.

## 11 Run a UK LinkedIn content stream for BigShop leadership

Delivers: K&C drafts → BigShop UK lead posts · Timeline: ongoing from month 1 · Status: proposed

#### OBJECTIVE

Build a sustained UK content presence on a platform AI cites, in a real leader's voice.

#### WHY IT WORKS

LinkedIn is a top UK citation source. The compounding value comes from consistency and genuine engagement, not from any single post.

#### HOW TO DELIVER

1. Draft two UK-specific posts a week using the owned-social playbook below.
2. A BigShop leader posts in their own voice and comments authentically on adjacent UK retail content.
3. Reuse angles from the blog and YouTube content so the stream and the site reinforce each other.

#### WHAT GOOD LOOKS LIKE

Posts that sound like a real BigShop leader, add a specific point of view, and invite genuine discussion.

#### **DONE WHEN**

- ✓ Two posts a week sustained.
- ✓ The leader is commenting on adjacent content, not just posting.

## **12 Develop a food-hall content strategy (blog and Instagram)**

Delivers: BigShop team executes → K&C can guide · Timeline: ongoing from month 1 · Status: proposed

#### **OBJECTIVE**

Compound BigShop's strongest, most-cited UK asset across owned channels.

#### **WHY IT WORKS**

The food hall is mentioned in roughly 18% of UK AI responses but has no dedicated content strategy. A /food-hall page, a monthly blog series and weekly Reels would compound across channels.

#### **HOW TO DELIVER**

1. Build a /food-hall page as the anchor, then a monthly blog series and weekly Instagram Reels.
2. Cover seasonal ranges, suppliers, recipes and in-store events.
3. Cross-link to the YouTube channel (item 10) and the ranges pages.

#### **WHAT GOOD LOOKS LIKE**

A sustained stream that feeds Query Coverage, Temporal Freshness and Recommendation Rate at once. Pure internal execution.

#### **DONE WHEN**

- ✓ The /food-hall page is live and the blog and Reels cadence is sustained.
- ✓ The food hall has a dedicated, indexable home.

### **THE REUSABLE HOW-TO-WRITE SPECS**

## **Content playbooks: how to write what gets cited**

These are the reusable specs the 12 items refer to. Each describes how to write a piece of content so that AI engines read, trust and quote it. Follow the relevant one before drafting.

### **Playbook A – The LLM-citable FAQ / answer page**

#### **WHAT IT IS FOR**

A page of real shopper questions with direct answers, marked up so AI lifts the answer whole.

#### **STRUCTURE**

1. One question per block, phrased exactly as a shopper would ask it (What is in the BigShop food hall? Does BigShop price-match?).
2. First sentence answers the question directly and completely. Assume it may be quoted alone.
3. Two to four supporting sentences add specifics: ranges, store locations, the food hall.
4. Plain British English, no marketing language, no we are delighted to.
5. FAQPage schema on every question-and-answer pair.

#### **WHAT LLMS PULL**

The direct first sentence. If it is vague or salesy, AI skips it. If it answers cleanly, AI quotes it.

## Playbook B – Brand-story, service and directory profile pages

### WHAT IT IS FOR

Any page or profile that tells AI who BigShop is: /about, /heritage, directory listings, consumer-authority entries.

### WHAT THE CONTENT SHOULD CONTAIN

1. A one-line, plain statement of what BigShop is and for whom, near the top.
2. Named ranges and the food hall, each with a sentence written as an answer.
3. The UK store presence stated explicitly: 45 or more UK stores.
4. At least two concrete proof points: heritage, awards, the food-hall reputation.
5. Consistent name, locations and detail across every profile, so AI sees one entity.

### WHAT LLMS PULL

The plain statement of what BigShop is, the named ranges, and the consistent store detail. Vague positioning lines are ignored.

## Playbook C – Comparison content AI will cite

*For item 5. BigShop vs John Lewis and BigShop vs M&S, the language AI reaches for on recommendation queries.*

### STRUCTURE

1. A fair, specific framing in the first line: what each store is best for.
2. A like-for-like comparison across ranges, value, the food hall and in-store experience.
3. Honest about where BigShop leads and where it sits alongside; AI distrusts one-sided pieces.
4. A clear best for verdict per shopper type.
5. FAQ schema and internal links to the ranges pages.

### WHAT LLMS PULL

The specific best for statements. Comparison frameworks are quoted directly when AI makes a recommendation.

## Playbook D – Press article ideas (ideas, not names)

### THE RULE

Never lead with a journalist's name and never call a journalist. Lead with an idea good enough that the publication wants it. The deliverer's job is the idea and the draft; outreach is a separate, partner-run step.

### HOW TO CHOOSE AN ANGLE

1. Start from a query the report shows BigShop is absent from, then turn it into a story the publication's readers would value.
2. Anchor each idea in something real: a BigShop range, the food hall, or a CX research data point.
3. Favour the formats AI tends to cite: best department stores roundups, explainers and consumer guides.

### EXAMPLE ANGLES THAT TEND TO GET CITED

The British food halls worth the trip, ranked.

Own-brand fashion that punches above its price: where to look in 2026.

How to choose a department store for value: what actually matters.

Each is an idea, tied to BigShop's genuine strengths, that an editor would consider on merit.

## Playbook E – Owned social: YouTube, LinkedIn and community

For items 10, 11 and 12. The owned channels AI indexes.

### PRINCIPLES

1. Consistency beats volume. A sustained cadence AI can keep re-indexing matters more than any single post.
2. Write in a real voice and in plain British English.
3. Make each piece answer-shaped or visual: a lookbook, a food-hall feature, a behind-the-scenes, a specific point of view.
4. Cross-link owned channels to the site so the stream and the pages reinforce each other.

### WHY IT MATTERS

YouTube feeds Google AIO directly, LinkedIn is a growing citation source, and the compounding value is in sustained, genuine activity, not broadcast.

### WHERE TO START

## Quick wins: the top 3 in the next 30 days (UK)

The three fastest-impact items, in order:

- **FAQPage and Organization schema on bigshop.co.uk (item 1).** Specify the markup this week; the web developer implements over weeks 1 to 2. Free entity-recognition leverage with no content rewrite.
- **UK FAQ / answer page (item 2).** Brief the writer this week; first draft by end of week 2; schema implemented by end of week 4. The highest single-tactic citation pull on the board.
- **Pitch Guardian, Telegraph and Vogue best department stores (item 3).** Build the pitch pack this week; K&C PR Connect runs outreach over the following weeks. The fastest single UK source-authority gain.

### THE H2 MEASUREMENT WINDOW

## 6-month re-measure reminder (UK)

H2 re-measurement window: mid-January 2027, six months after the H1 baseline. Same scope: 6,400 UK data points, ChatGPT plus Google AI Overviews plus Perplexity, seven-day window, all queries in English.

K&C re-measures and produces a refreshed UK report. The target band is to move the UK read from 65 (Cited) toward 68 to 70, with John Lewis (78) and Marks & Spencer (74) as the reference points to close on. K&C also runs internal competitor monitoring against the H1 query set through the half-year as operational work.

### STATUS AND APPROVALS

## Sign-off

APPROVER	ROLE	DATE
BigShop	Head of Brand & Marketing	
K&C	Known & Cited	

Engagement: BigShop, AVS Bi-Annual H1 2026, UK. Status: proposed, pending consultation sign-off. Commercial detail sits in the UK AVS report.

## **Focus. Measure. Plan. Deliver. Repeat.**

Five steps. One continuous programme. That is how you get, and stay, known and cited.

## **Be Known. Be Cited.**

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