

K&C Known & Cited

AI VISIBILITY STRATEGY · BI-ANNUAL

BigShop AVS · United Kingdom Report

H1 2026 · AI Visibility Strategy · United Kingdom market

Prepared for BigShop · June 2026

United Kingdom scope only · Measurement window 8 to 15 July 2026 · 3 LLMs

Be Known. Be Cited.

Focus. Measure. Plan. Deliver. Repeat.

UK-ONLY REPORT. Every recommendation, data point and query in this document covers the United Kingdom market. The cross-market international view sits in the separate Combined Report.

THE HEADLINE

Executive summary

This is the United Kingdom AVS report for BigShop: a measurement of how AI platforms cite and recommend BigShop in the UK, on a bi-annual cadence. It is based on analysis across three LLMs (ChatGPT, Google AI Overviews and Perplexity) over a seven-day measurement window, 8 to 15 July 2026.

The headline UK composite is 65 out of 100, a solid position in the Cited band. BigShop is a well-established UK department store chain with significant real-world brand recognition, and that recognition is translating into meaningful AI visibility. BigShop appears in 198 UK AI mentions, making it the third most-cited department store in UK AI responses, behind John Lewis and Marks & Spencer, and ahead of Next, Selfridges and Debenhams.

The UK story is one of consistent category presence and solid competitive positioning, framed positively across own-brand fashion, homeware and the acclaimed food hall. The opportunities are structural: schema, a heritage page and owned comparison content, none of which require spend. This report sets out twelve prioritised recommendations to move the UK read from 65 toward 70 and above. A bi-annual strategic consultation is included with this subscription.

HEADLINE AVS

65 / 100 **CITED**

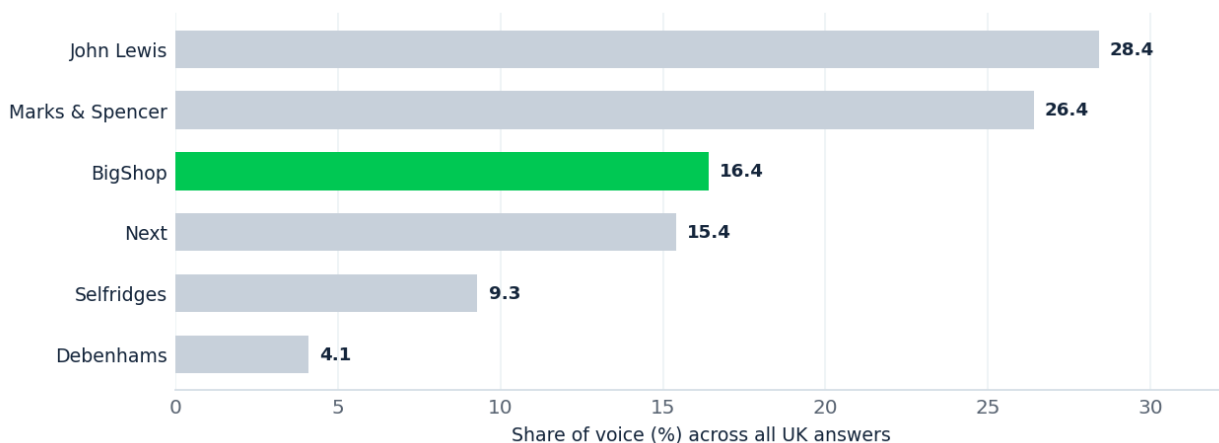
Composite of AI Visibility 65, Source Quality 60 and Narrative Fit 72. · Top channel: ChatGPT

198TOTAL UK MENTIONS
(7D)**6,400**UK AI ANSWERS
ANALYSED**3 / 3**ENGINES NAMING
BIGSHOP**16.4%**

UK SHARE OF VOICE

Tier bands: Ghost 0–10 · Whisper 11–30 · Emerging 31–50 · Cited 51–75 · Known and Cited 76+

Known and Cited is K&C honorary status, earned by sustaining a 76+ composite across consecutive measurement cycles.

WHERE BIGSHOP SITS TODAY**The whole picture on one page***UK share of voice. BigShop (green) is third in a field led by John Lewis and M&S.*

BUSINESS	SHARE OF VOICE	AVS	TIER
John Lewis	28.4%	78	Known and Cited
Marks & Spencer	26.4%	74	Cited
BigShop	16.4%	65	Cited
Next	15.4%	61	Cited
Selfridges	9.3%	52	Cited
Debenhams	4.1%	28	Whisper

FASTEST MOVERS**The three moves that change the number fastest**

#	MOVE	WHAT IT BUYS YOU	TYPE
1	FAQPage and Organization schema on bigshop.co.uk	Free entity-recognition leverage, no content rewrite	Internal
2	UK FAQ / answer page for shopper questions	The highest single-tactic citation pull on the board	K&C Content
3	Pitch Guardian, Telegraph and Vogue best	The fastest single UK source-authority gain	K&C PR Connect

department stores

ONE THING YOU COULD DO TODAY (UK)

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

Today bigshop.co.uk carries no structured data, so the engines have to infer the entity from unstructured page copy. FAQPage and Organization schema, added to existing pages with no content rewrite, dramatically improves how cleanly ChatGPT, Google AI Overviews and Perplexity read BigShop. It is the single cheapest move on the board and it compounds with every other recommendation. The web developer can action it in a week from a K&C spec.

A SOLID THIRD PLACE TO BUILD ON

Why BigShop sits where it does in the UK

The UK department-store conversation is large, well-covered and led by John Lewis and Marks & Spencer. BigShop holds a credible third place in it, with decades of press coverage, third-party listings and consumer familiarity for the engines to draw on. The framing is accurate and positive; the gap is volume and authority, not repair.

Asked who the best UK department stores are, the engines do not invent an answer. They assemble it from a small set of third-party roundups and the brands' own authority signals. BigShop appears in four of the twelve roundups tracked, against eleven for John Lewis. The fastest route up is to earn more of those listings and to give the engines owned, citable BigShop content, schema, a heritage page and comparison pages, that they currently cannot find.

No repair job

Sentiment is strongly positive. Almost the entire effort goes to growth, not fixing a negative narrative.

Structure first

The fastest gains are structural: schema, a heritage page and comparison content. They cost little and compound.

THE COMPOSITE

How we calculated this score (UK)

The AVS score combines three weighted measurement dimensions into a single number out of 100. Each dimension is scored 0 to 100 from the underlying measurement data supplied by our tech partner, then weighted and summed.

DIMENSION	WEIGHT	SCORE	CONTRIBUTION
AI Visibility	40%	65 / 100	26.0
Source Quality	30%	60 / 100	18.0
Narrative Fit	30%	72 / 100	21.6
Composite AVS score			65.6 → 65

THE FLOOR RULE

When fewer than ten mentions, the score is capped in Ghost.

When a business records fewer than ten direct mentions in the measurement window, the composite is capped in the Ghost band, because there is too little signal to score reliably. BigShop clears the floor comfortably with 198 UK mentions, so no floor cap applies.

THE EVIDENCE

What AI currently says about you (UK)

This is an aggregate of how the three engines describe BigShop when asked directly in the UK. The framing is accurate and positive across all three.

BigShop is a well-established British department store chain with over 45 locations across the UK. Known for quality own-brand fashion, homeware and an acclaimed food hall, BigShop occupies a mid-market position similar to John Lewis, with particular strength in accessible luxury and in-store experience. It is frequently compared to Marks & Spencer for own-brand ranges.

CRITICAL FINDING (UK)

Third and positive, but absent from owned comparison and consumer-authority content.

BigShop is the third most-cited department store in UK AI responses, behind John Lewis and Marks & Spencer, holding a solid Cited position. It is strong on the food hall and own-brand ranges, but absent from owned comparison content and the consumer-authority listings AI treats as trusted rankings. The biggest UK opportunities, schema, a heritage page and comparison content, do not require spend.

FROM SCORE TO PLAN

Deeper reads of the same data

The headline number tells you where BigShop stands. These reads tell you why, and where the fastest movement is.

1. The three engines do not agree.

ChatGPT, Google AIO and Perplexity build answers differently and reward different signals. BigShop is strongest in ChatGPT and Google AIO; Perplexity is thinner and less consistent.

ENGINE	BIGSHOP UK	WHAT IT REWARDS	YOUR ROUTE IN
ChatGPT	142 (top channel)	Specific, answer-shaped content	FAQ + comparison pages (Rec 2, 5)
Google AIO	78	Indexed pages, listicles, video	YouTube + roundup listings (Rec 3, 10)
Perplexity	22 (inconsistent)	Citable, source-grade pages	Schema + earned references (Rec 1, 9)

2. The conversations you are absent from.

Cross-referencing topic against who got named shows which UK conversations BigShop is missing from, and who owns them instead.

UK TOPIC FAMILY	BIGSHOP	WHO OWNS IT INSTEAD
Best UK department stores	In 4 of 12 roundups	John Lewis, Marks & Spencer
Sustainable UK retailers	Absent	M&S Plan A, John Lewis
Best UK food halls	Present (strong)	BigShop, Selfridges, M&S
BigShop vs John Lewis / M&S	Absent (no owned pages)	Third-party comparison sites
Department-store heritage	Thin	John Lewis heritage content

3. The structural layer: entity and knowledge-graph audit.

Underneath the mentions sits the layer AI trusts most: the entity records engines use to decide who a brand is.

STRUCTURAL SIGNAL	BIGSHOP UK STATUS	WHY IT MATTERS
Organization / FAQ schema	None on bigshop.co.uk	Engines cannot read the entity cleanly
Heritage / brand-story page	Missing	No founding-story signal for AI to cite
Owned comparison pages	None	AI has no BigShop-framed comparison to quote
Google Knowledge Graph panel	Present (UK)	Entity confirmed; build on it
Consumer-authority listings	Absent from Which? / GH	Missing the trusted-ranking corroboration

4. Where BigShop is heading at current velocity.

A single measurement is a photograph. The two scenarios below model the next six months. They are directional, not guaranteed.

SCENARIO	6-MONTH READ	WHAT IT ASSUMES
Do nothing	~65 · Cited	No schema, heritage or new content
Do the fast-impact recs	68–70 · Cited	Schema, FAQ, heritage, comparison and UK media live

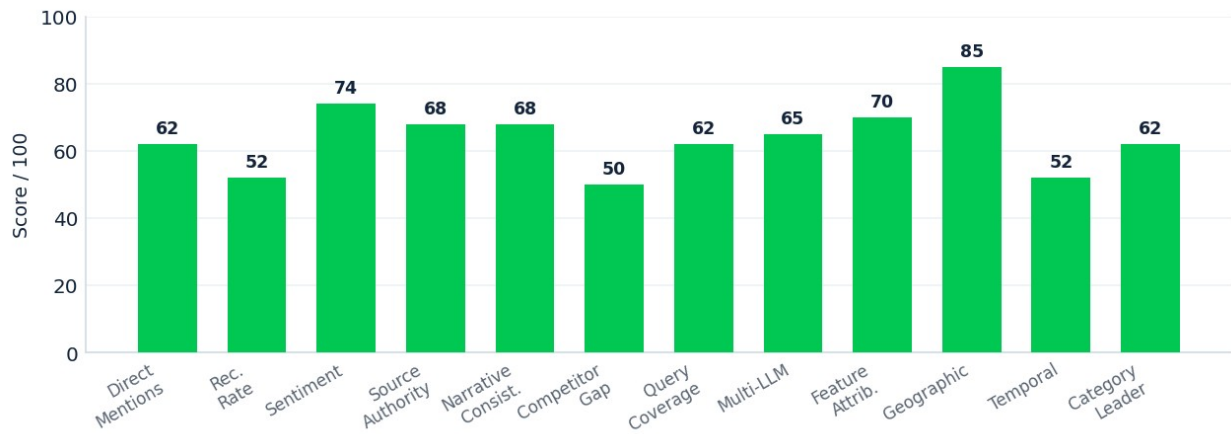
5. What the research says about getting cited.

- First citation lands fast. Typical first AI citation lands in around 6.81 days; in a study of roughly 900 new pages, half were cited within a fortnight.
- One snapshot is not a position. Around 45% of brands appear only once in a seven-day window, which is why we re-measure on a cadence.
- You cannot buy your way in. Around 84% of AI citations are earned media and 99% are non-paid; paid placements are roughly 0.3%. Structure and content beat spend.
- A handful of domains dominate. The top five most-cited domains account for roughly 38% of all citations, so the right listings matter disproportionately.

WHERE THE SCORE COMES FROM

12-pillar AVS analysis (UK)

Twelve pillars, each scored 0 to 100 on the same measurable bands.



UK 12-pillar scores. Geographic Relevance (85) is the strongest pillar.

#	PILLAR	SCORE	TIER	READ
1	Direct Mentions	62	Cited	198 UK mentions. Clears the floor comfortably.
2	Recommendation Rate	52	Cited	BigShop in 3.8% of UK responses.
3	Sentiment & Framing	74	Cited	Strong positive framing across ranges and the food hall.
4	Source Authority	68	Cited	Cited by Guardian, Telegraph, BBC, Which? and Vogue.
5	Narrative Consistency	68	Cited	Consistent mid-market positioning across engines.
6	Competitor Gap	50	Emerging	Trails John Lewis 1.7x and M&S 1.6x.
7	Query Coverage	62	Cited	Strong on fashion, homeware and the food hall.
8	Multi-LLM Consistency	65	Cited	Named across all three engines; strongest in ChatGPT and AIO.
9	Feature Attribution	70	Cited	Fashion, homeware and food hall correctly attributed.
10	Geographic Relevance	85	Cited	UK store presence strongly recognised.
11	Temporal Freshness	52	Cited	Regular indexing; no dedicated fresh-content engine yet.
12	Category Leadership	62	Cited	Category contender among the UK mid-market.

THE FIELD

Named competitor comparison (UK only)

BUSINESS	MENTIONS (7D)	SOV	AVS	TIER	TOP LLM
John Lewis	342	28.4%	78	Known and Cited	Google AIO
Marks & Spencer	318	26.4%	74	Cited	ChatGPT
BigShop	198	16.4%	65	Cited	ChatGPT
Next	185	15.4%	61	Cited	Perplexity
Selfridges	112	9.3%	52	Cited	ChatGPT
Debenhams	50	4.1%	28	Whisper	ChatGPT

COMPETITIVE INSIGHT

A respectable Cited third behind the two category leaders.

The UK shows a clear pecking order, with BigShop solidly third, a respectable Cited position behind category leaders John Lewis and M&S. The gap to John Lewis is 1.7x (342 versus 198), which is typical for a three-strong-player category. The solution is not to out-shout the leaders, but to build the owned and earned footprint, schema, heritage, comparison and media, that lets the engines reach for BigShop on more queries.

THE CITATION MAP

Who AI cites: top UK source domains

SOURCE	TYPE	7-DAY CITATIONS	BIGSHOP ACTION
theguardian.com	News / Feature	508	Pitch best-department-stores feature (Rec 3)
telegraph.co.uk	News / Feature	412	Pitch best-department-stores feature (Rec 3)
johnlewis.com	Competitor owned	357	Match with /heritage + comparison (Rec 4, 5)
marksandspencer.com	Competitor owned	302	Match with comparison content (Rec 5)
bbc.co.uk	News / Reference	286	Earn via CX research and trade PR (Rec 8, 9)
reddit.com	Consumer forum	256	Authentic food-hall community presence (Rec 12)
vogue.co.uk	Fashion authority	227	Pitch own-brand fashion angle (Rec 3)
bigshop.co.uk	Owned (BigShop)	202	Expand: schema, heritage, comparison (Rec 1, 4, 5)

which.co.uk	Consumer authority	176	Earn a department-store listing (Rec 7)
youtube.com	Video content	164	Launch a BigShop channel (Rec 10)

EXTENDED ADD-ON

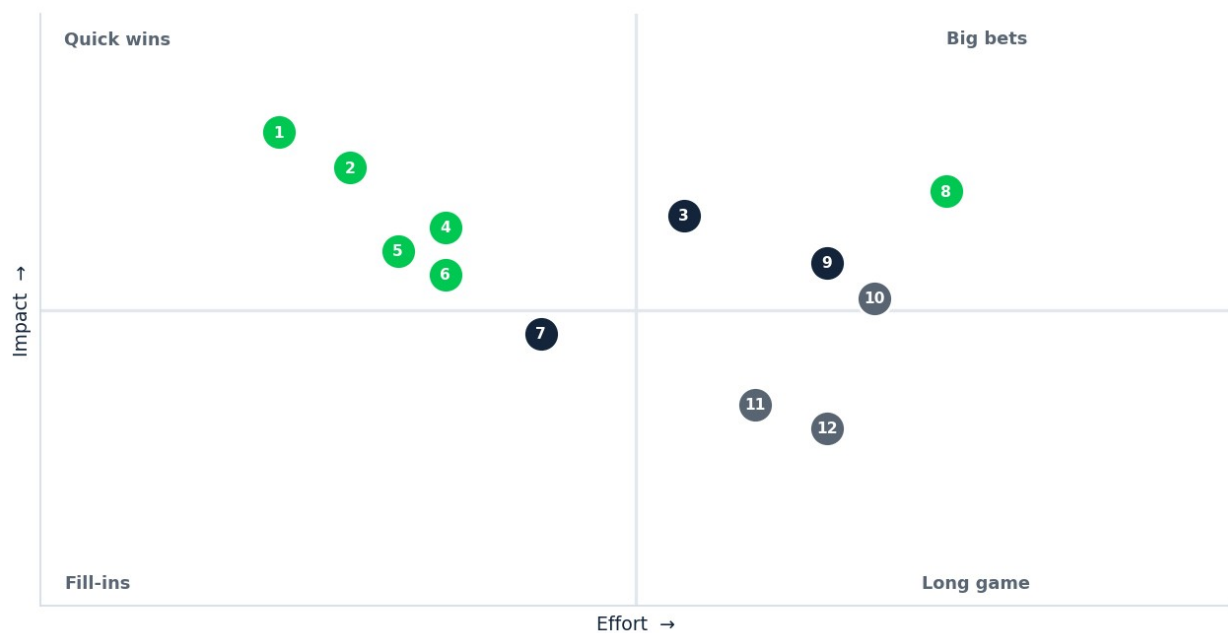
The full citation receipts pack.

The complete per-query citation receipts, every prompt, every engine, every source, are available as an Extended add-on alongside this report. It gives the delivery team the exact pages to target.

WHERE TO START

The 12 recommendations, prioritised for impact

This report is built to help you allocate budget, not just read a list. The twelve recommendations below are prioritised by likely impact and aligned to the data findings.



Effort against impact. Start top-left and work right. Node colour shows who delivers each recommendation.

TAG	WHAT IT MEANS
K&C Content	K&C produces it; BigShop hosts and publishes.
K&C PR Connect	K&C produces the materials; a specialist PR partner runs outreach.
Combined	Part K&C, part BigShop.
Internal	BigShop's team executes; K&C can guide if useful.

A NOTE ON COSTS

Indicative, finalised after a scope discussion.

All K&C pricing is indicative at this stage and finalised after a scope discussion. Where a third party charges directly, that is paid by BigShop and noted.

01 Add FAQPage and Organization schema to bigshop.co.uk

IMPACT: FAST (1-2 WEEKS) · EFFORT: LOW · DELIVERS: INTERNAL (K&C SPECIFIES)

WHAT IT BUYS YOU

bigshop.co.uk currently carries zero schema. FAQPage and Organization markup dramatically improves entity recognition with no content changes, just markup on existing pages. It is the cheapest leverage on the board and compounds with every other item.

WHAT IT TAKES

K&C specifies the markup; the BigShop web developer implements and validates it. Zero ongoing cost. Price: day-rate.

02 Publish a UK FAQ / answer page for high-intent shopper questions

IMPACT: FAST (2 WEEKS) · EFFORT: LOW · DELIVERS: K&C CONTENT

WHAT IT BUYS YOU

FAQPage schema labels questions and answers explicitly, the single strongest pull from Google AI Overviews. Answering the exact questions UK shoppers ask, ranges, the food hall, delivery, store locations, turns a page into ready-made answers AI can lift verbatim.

WHAT IT TAKES

K&C drafts 10 to 15 answers from the query data; the web developer builds the page with FAQPage schema. Price: bespoke.

03 Pitch Guardian, Telegraph and Vogue best department stores features

IMPACT: MEDIUM · EFFORT: MEDIUM · DELIVERS: K&C PR CONNECT

WHAT IT BUYS YOU

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.

WHAT IT TAKES

K&C builds the pitch pack and drafts the materials; a specialist PR partner runs outreach. Moves the UK read from 65 toward 70+. Price: bespoke.

04 Build a /heritage page telling BigShop's story with structured data

IMPACT: MEDIUM · EFFORT: LOW-MEDIUM · DELIVERS: K&C CONTENT

WHAT IT BUYS YOU

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.

WHAT IT TAKES

A dedicated /heritage page with timeline, milestones and rich schema. Feeds Category Leadership, Narrative Consistency and Temporal Freshness at once. Price: bespoke.

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

IMPACT: MEDIUM · EFFORT: LOW · DELIVERS: K&C CONTENT

WHAT IT BUYS YOU

Comparison queries are a major driver and BigShop appears in zero owned comparison pieces. AI cites comparison frameworks when making recommendations, so giving it the language for BigShop's strengths directly addresses the Competitor Gap pillar.

WHAT IT TAKES

Two standalone pieces drafted by K&C, fair and specific about where BigShop leads. FAQ schema and internal links. Price: bespoke.

06 Create a sustainability page with measurable commitments

IMPACT: MEDIUM · EFFORT: LOW-MEDIUM · DELIVERS: K&C CONTENT

WHAT IT BUYS YOU

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.

WHAT IT TAKES

A dedicated page with carbon targets, supply-chain standards and ethical sourcing, with specific dated numbers. Feeds Sentiment and Category Leadership. Price: bespoke.

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

IMPACT: MEDIUM-SLOW · EFFORT: LOW · DELIVERS: K&C PR CONNECT

WHAT IT BUYS YOU

Which? (4.2%) 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.

WHAT IT TAKES

K&C drafts the submission; a PR partner coordinates. Consumer authorities signal value and safety, feeding Sentiment and Framing positively. Price: bespoke.

08 Publish original research: UK Department Store CX Report 2026

IMPACT: MEDIUM · EFFORT: HIGH · DELIVERS: K&C CONTENT

WHAT IT BUYS YOU

Creates a citeable data asset that positions BigShop as a thought leader, not just a retailer. Survey 2,000+ UK customers on omnichannel expectations and own-brand preferences, and publish freely with a press release.

WHAT IT TAKES

K&C designs and writes the report; BigShop fields the survey. AI cites original research heavily, so this becomes a self-perpetuating citation asset. Price: bespoke.

09 Earn trade-press coverage: Retail Week and Drapers

IMPACT: MEDIUM · EFFORT: HIGHER · DELIVERS: K&C PR CONNECT

WHAT IT BUYS YOU

Retail Week and Drapers are the UK retail trade titles AI treats as neutral references. Earn coverage by leading with an idea the publication wants, not by chasing a named journalist.

WHAT IT TAKES

K&C builds the angles around BigShop's genuine strengths and the CX research; K&C PR Connect runs outreach. Price: bespoke.

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

IMPACT: MEDIUM · EFFORT: HIGHER · DELIVERS: COMBINED

WHAT IT BUYS YOU

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.

WHAT IT TAKES

A bi-monthly content calendar with proper schema. K&C plans and produces; BigShop hosts. Multiplies the Temporal Freshness signal. Price: bespoke.

11 Run a UK LinkedIn content stream for BigShop leadership

IMPACT: SLOW-CUMULATIVE · EFFORT: ONGOING · DELIVERS: COMBINED

WHAT IT BUYS YOU

LinkedIn is a top UK citation source. A sustained leadership stream on retail trends and BigShop's ranges creates a steady, indexable touchpoint that compounds over months.

WHAT IT TAKES

K&C drafts two UK posts a week; a BigShop leader posts in their own voice and comments authentically on adjacent content. Price: bespoke.

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

IMPACT: SLOW-CUMULATIVE · EFFORT: ONGOING · DELIVERS: INTERNAL

WHAT IT BUYS YOU

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.

WHAT IT TAKES

Pure internal execution, no external partners needed. Feeds Query Coverage, Temporal Freshness and Recommendation Rate simultaneously. Price: internal (~5 days).

WHAT HAPPENS NEXT

Your bi-annual GEO consultation

Included with your subscription: a strategic consultation per cycle with the K&C team. We walk through these twelve recommendations, agree which fit your team's capacity and priorities, scope K&C support for the ones you choose, and adapt the plan to market and competitive movement. It is a working conversation, not a fixed agenda; an outline is shared a week in advance.

WHAT CHANGES IN REPORT 2?

Six months on, progress against these twelve.

Report 2 (in six months) will show progress against these twelve recommendations with a dedicated progress section, score change versus this baseline (composite and per-pillar), and an updated engine landscape. If you execute Rec 1 and Rec 2 (schema and FAQ) and Rec 3 (UK media), expect the UK read to move from 65 toward 68 to 70.

METHODOLOGY

What this report measures, and what it does not

Measurement period. 8 to 15 July 2026 (7 days).

Data points. A tailored UK prompt set run across 3 LLMs over 7 days. One data point is one prompt, one LLM, one day. All UK queries are in English.

LLMs tested. ChatGPT, Google Gemini (AIO) and Perplexity, on standard localised endpoints. Measurement data is supplied by our tech partner; K&C does not name the platform in client reports.

Mention verification. Manual review of every mention to confirm accuracy and remove false positives.

Scoring. Composite = AI Visibility (40%) + Source Quality (30%) + Narrative Fit (30%). Each dimension is 0 to 100, weighted and summed, then mapped to five bands: Ghost 0–10, Whisper 11–30, Emerging 31–50, Cited 51–75, Known and Cited 76+. The floor rule caps any business with fewer than ten direct mentions in the Ghost band.

Honesty disclosures. This is the first UK measurement, so there is no velocity to report yet. Perplexity entity detection was inconsistent in this window, which may understate the Multi-LLM Consistency pillar. All recommendations are based on observed citation patterns, not guaranteed outcomes. K&C measures visibility, not outcomes; visibility is the leading indicator.

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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