Where Zaviro stands when people ask AI for a setup firm

Dubai business setup · 30 buyer questions · English and Arabic · 5 engines · 750 answers

Sample report · illustrative data

In English, AI assistants name **Ostrel two to three times as often as you**. In Arabic it is three to six times as often, and **ChatGPT named you in none of 90 answers**.

Engine	You	Ostrel	Kenvara	Talvex
ChatGPT English	**23%** **12–36**	71% 58–82	64% 51–76	38% 26–51
ChatGPT Arabic	**below 5%** **0 of 90**	58% 44–71	41% 29–55	12% 5–24
Gemini English	**31%** **19–45**	66% 52–78	49% 36–62	22% 12–35
Gemini Arabic	**9%** **3–19**	52% 38–65	37% 25–51	8% 3–18
Perplexity English	**27%** **16–40**	74% 61–84	59% 45–71	33% 21–47
Perplexity Arabic	**18%** **9–30**	61% 47–73	44% 31–58	15% 7–27
Claude English	Not measured	Claude declined to name firms in 41 of 60 answers		
Claude Arabic	**15%** **6–29**	48% 33–63	35% 22–50	10% 3–23
Google AI Mode English	**12%** **5–24**	29% 18–43	33% 21–47	6% 2–16
Google AI Mode Arabic	Not measured	no Arabic answers available yet		

Share of answers that name each firm, with 95% intervals. 90 answers per row; Claude 60. Page 2 draws these figures against Ostrel.

What to do first

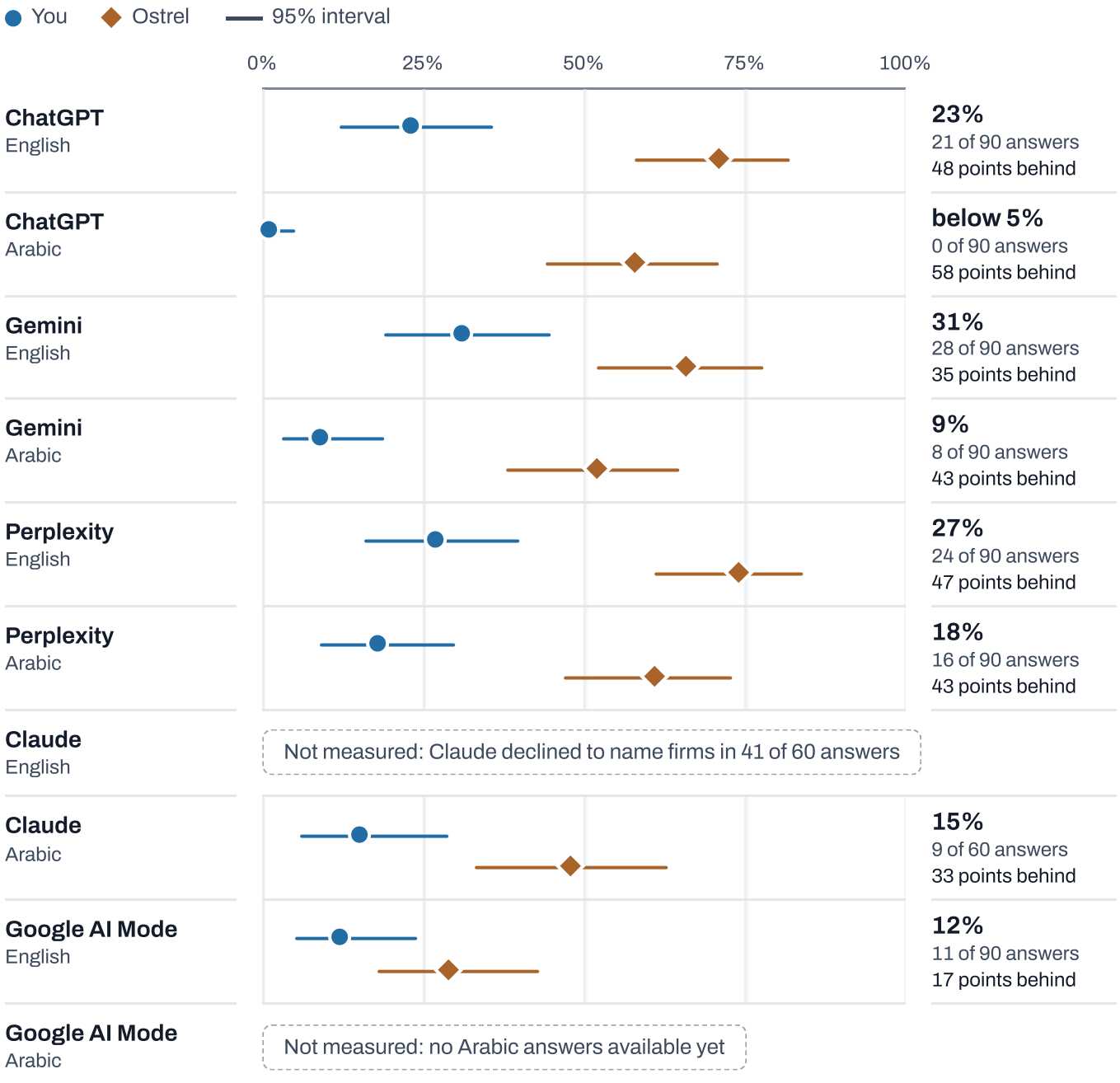
1. **Get onto the three most-cited pages that leave you out.** They appear in up to 41% of answers that cite sources (page 4).
2. **Publish Arabic versions of your four main service pages.** Your Arabic visibility is below 5% on ChatGPT.
3. **Let OAI-SearchBot and PerplexityBot read /services.** Your robots.txt blocks both today.

How often each engine names you, against Ostrel

Ostrel has the highest figure on seven of eight readings · one row per engine and language

Sample report · illustrative data

Ostrel's figure is higher than yours on every reading, by 17 to 58 points. Only on Google AI Mode in English do the two intervals overlap, so that gap is less certain.



Each row reads one engine in one language; engines are never pooled. On Google AI Mode the highest figure belongs to Rivanta (page 3), not Ostrel. Every firm's figures are in the tables on page 3.

Who the engines name instead of you

Every firm named in at least 15% of answers on one engine · your list plus firms found in the answers

Sample report · illustrative data

On Google AI Mode the highest figure belongs to **Rivanta, a firm not on your list**: 47% of English answers, though its interval overlaps those of Kenvara, Corvela and Ostrel. In Arabic, Ostrel has the highest figure on every engine measured.

English answers

Firm	ChatGPT	Gemini	Perplexity	Google AI Mode
You your firm	**23%** **12–36**	**31%** **19–45**	**27%** **16–40**	**12%** **5–24**
Ostrel your list	71% 58–82	66% 52–78	74% 61–84	29% 18–43
Kenvara your list	64% 51–76	49% 36–62	59% 45–71	33% 21–47
Rivanta found in answers	44% 31–57	38% 26–51	41% 28–54	47% 34–60
Talvex your list	38% 26–51	22% 12–35	33% 21–47	6% 2–16
Corvela found in answers	18% 9–30	24% 14–37	21% 11–34	31% 19–45

Arabic answers

Firm	ChatGPT	Gemini	Perplexity	Claude
You your firm	**below 5%** **0 of 90**	**9%** **3–19**	**18%** **9–30**	**15%** **6–29**
Ostrel your list	58% 44–71	52% 38–65	61% 47–73	48% 33–63
Kenvara your list	41% 29–55	37% 25–51	44% 31–58	35% 22–50
Rivanta found in answers	36% 24–49	29% 18–42	33% 21–46	27% 14–42
Talvex your list	12% 5–24	8% 3–18	15% 7–27	10% 3–23
Corvela found in answers	22% 12–35	26% 15–39	19% 10–32	17% 7–31

Share of answers that name each firm, with 95% intervals; 90 answers per column, Claude 60. Firms found in answers were confirmed by hand before scoring. Claude English and Google Arabic were not measured (page 2).

Which sources the engines trust for your category

English answers that cited sources · the eight sources cited most often

Sample report · illustrative data

Five of the eight most-cited sources are earned pages on other sites, not the firms themselves. **Three of those five do not mention you**; one could not be checked.

Source	ChatGPT	Gemini	Perplexity	Google AI Mode	Mentions you?
zonewise.ae earned · directory	38%	22%	41%	35%	No
founderdesk-uae.com earned · founder guide	27%	31%	18%	12%	No
ostrel.ae competitor · Ostrel	24%	18%	29%	16%	competitor site
setupscope.com earned · comparison site	19%	14%	26%	22%	Yes
gulfstartupnotes.com earned · forum	15%	9%	21%	8%	No
kenvara.com competitor · Kenvara	12%	15%	10%	19%	competitor site
licencehub-dubai.com earned · directory	11%	6%	14%	9%	Not checked: access refused
zaviro.ae yours	9%	11%	7%	5%	your site
Answers with any source	61 of 90	74 of 90	88 of 90	52 of 90	

Each figure is the share of answers with sources that cite the page. We read each earned page once and searched it for your name; a page that refused access is "not checked", never "no". 14% of ChatGPT's citations were Google Maps or Google viewer links that name no website; they are counted as unattributed and left out of this table.

What the engines actually say

Four answers chosen to show the pattern, not the best or worst case

Sample report · illustrative data

ChatGPT English · 2 Nov 2026 — Not named

Question: Best business setup consultants in Dubai

"For most founders I would shortlist Ostrel, Kenvara and Rivanta. Ostrel is strong on free-zone licences and bank introductions, Kenvara handles mainland setups well, and Rivanta is often recommended for fast approvals."

ChatGPT Arabic · 2 Nov 2026 — Not named

Question, asked in Arabic:

أفضل شركات استشارات تأسيس الأعمال في دبي

«من أبرز الشركات التي ينصح بها كثيرون Ostrel وKenvara؛ تقدّم الأولى باقات تشمل الرخصة والتأشيرة وفتح الحساب البنكي، بينما تتميز الثانية بخبرتها في البر الرئيسي.»

Our English gloss: "Among the firms many people recommend are Ostrel and Kenvara; the first offers packages covering the licence, visa and bank account, while the second is known for its mainland experience."

Gemini English · 1 Nov 2026 — Named you

Question: Mainland licence consultants near Business Bay

"For a mainland licence near Business Bay, Zaviro and Kenvara are both well placed. Zaviro is often praised for fast approvals and clear pricing, while Kenvara has the longer track record."

Claude English · 3 Nov 2026 — Declined to name firms

Question: Best business setup consultants in Dubai

"I can't recommend specific business setup consultants, because I can't verify their current service quality or prices. Here is how to compare them instead: check which licence types they handle, the total cost including visas, and recent reviews…"

Claude declined like this in 41 of 60 English answers, so Claude in English is not measured (page 2).

Quotes are verbatim, shortened where marked with …. Your name is highlighted. The English gloss of the Arabic answer is ours, not the engine's. Every answer behind this report, with its date and sources, is in the evidence pack delivered with it.

Your site, as an AI crawler reads it

zaviro.ae · crawled 3 Nov 2026 with your written consent

Sample report · illustrative data

64 pages crawled: 64 read, 0 refused. Five service pages were also opened in a browser to compare what a crawler that does not run JavaScript sees.

Finding	Evidence	Severity
Your robots.txt blocks two AI search crawlers from your service pages	**Disallow: /services/** applies to OAI-SearchBot and PerplexityBot. Their makers say they use these crawlers to find pages to cite.	High
Service pages show their text only after JavaScript runs	The page source of /services/free-zone holds 12% of the words a browser shows. Many crawlers do not run JavaScript.	High
Four of nine service pages have no Arabic version	The five Arabic pages that exist are not linked to their English pairs with hreflang.	Medium
No Organization or LocalBusiness data on the home page	None of the structured-data types engines use to identify a firm was found. Its effect on AI answers is not proven.	Medium
Two different licence numbers	/about and the site footer show different trade licence numbers.	Medium
No /llms.txt file	Few engines are known to read it and its effect is unproven. Reported for completeness.	Info
AI-bot blocking at your hosting firewall	robots.txt cannot show this. Ask your web administrator whether your CDN or firewall blocks AI crawlers.	Not determined

Severity is how much a finding can limit what engines read, not a forecast of your ranking. Each fix is a hypothesis that the monthly re-measurement tests (page 7).

What to do, in order

Ordered by likely effect, then by effort

Sample report · illustrative data

Each action is a hypothesis, not a promise. Monthly re-measurement asks every question every day and shows which changes are real in each engine and language.

#	Action, and why	Who	Effort	How we will measure it
1	**Get onto the three most-cited pages that leave you out** zonewise.ae, founderdesk-uae.com and gulfstartupnotes.com are cited in up to 41% of answers with sources (page 4).	You, with our outreach list	2–4 weeks	Whether those pages name you; your English visibility on ChatGPT and Perplexity
2	**Publish Arabic versions of your four main service pages** You are below 5% in Arabic on ChatGPT and 9% on Gemini (page 1).	Your web developer	2 weeks	Your Arabic visibility on ChatGPT, Gemini and Perplexity
3	**Let OAI-SearchBot and PerplexityBot read /services** Your robots.txt blocks both today (page 6).	Your web developer	1 hour	Citations of zaviro.ae in ChatGPT and Perplexity answers
4	**Put service-page text in the page source** A crawler that skips JavaScript sees 12% of the text (page 6).	Your web developer	1 week	Citations of zaviro.ae across all engines
5	**Add Organization data and show one licence number everywhere** Engines use structured data to identify a firm; two numbers confuse them (page 6).	Your web developer	1 day	Accuracy of how engines describe you in branded answers
6	**Publish clear answers to price and process questions** Engines rarely name you on cost and document questions (appendix A).	You, with LocalForge	3 weeks	Your visibility on price and process questions

Change one thing at a time where you can, and give each change two weeks before reading the result; otherwise we cannot tell which action moved the numbers.

How we measured, and what it cannot tell you

Method version 0.5 · one official run, 1–3 Nov 2026, no reruns

Sample report · illustrative data

The engines

Engine	How we asked	Model it reported	Answers
ChatGPT	As shown to users in the UAE, English and Arabic	gpt-6	180
Gemini	As shown to users in the UAE, English and Arabic	3.5 Flash-Lite	180
Perplexity	Through its API with web search; location written into each question	sonar	180
Claude	Through its API with web search; location written into each question	claude-sonnet-5	120
Google AI Mode	UAE results; no Arabic answers were available	not reported	90
Total			**750**

The questions

30 questions in each language, drawn from what people in the UAE ask Google and AI assistants about business setup, and approved by you before the run. Each question is weighted by how often it is asked, with a cap so that no single question dominates: the 30 questions carry the weight of 25 equal ones. Questions that name you or a rival are asked too, but reported as quotes only and never counted in a share. ChatGPT, Gemini and Perplexity answered each question three times in each language, Claude twice, and Google AI Mode three times in English only.

Reading the answers

Of 750 answers, 612 answered the question, 98 declined to name any firm, 22 were empty or cut off, and 18 failed to load. A declined answer counts as not naming you; a reading is reported as not measured when more than half of its answers decline, or when there are none. Names are matched in English and Arabic spellings; firms found in answers were confirmed by hand before scoring.

Checking our own work

Name matching is tested against hand-labelled mentions in each language before it is used. For this audit we also checked 30 answers by hand and found no errors. The 95% intervals allow for the question mix, repeated answers and day-to-day change; they are checked on simulated data before use. Control questions with known answers passed for every reading we report.

What this cannot tell you

- The questions are a sample of what buyers ask. A different set could give different figures.
- Claude and Perplexity were asked through their APIs, which can answer differently from their apps.
- Engines change their models without notice. Each answer records the model that gave it.
- This is a three-day snapshot. Monthly tracking asks every question every day.
- Nothing here predicts sales. It measures whether you are named, not whether anyone calls.

Appendix A: which questions name you

9 of 30 questions shown; the full map is in the evidence pack

Sample report · illustrative data

How to read this page. Each row is a buyer question and each column one engine in one language. Each dot is one answer: filled when it named you, hollow when it did not. A diamond means Ostrel was named in most of that cell's answers. Claude answered each question twice, so its cells have two dots.

● named you ○ did not name you ◆ Ostrel named in most ⬚ not measured

Buyer question	ChatGPT EN	ChatGPT AR	Gemini EN	Gemini AR	Perplexity EN	Perplexity AR	Claude AR	Google AI EN
Finding a firm								
Best business setup consultants in Dubai	●●○ ◆	○○○ ◆	●●●	○●○ ◆	●○● ◆	●○○ ◆	○●	○○○ ◆
Who can set up a free-zone company fast?	●○○ ◆	○○○ ◆	●○○ ◆	○○○ ◆	○●○ ◆	○○○ ◆	○○	○○○ ◆
Setup firm that also opens a bank account	○○○ ◆	○○○ ◆	●○○	○○○ ◆	○○○ ◆	○○● ◆	○○ ◆	○○○
Mainland licence consultants near Business Bay	●●●	○○○ ◆	●●○	●○○	●●○	●○●	●○	●○○ ◆
Setup consultants for a holding company	○○○ ◆	○○○ ◆	●○○ ◆	○○○ ◆	○●○ ◆	○○○ ◆	○○	○○○ ◆
Choosing between firms								
Cheapest setup consultant with a visa package	○○○ ◆	○○○ ◆	○●○ ◆	○○○	○○○ ◆	○○○ ◆	○○	⬚
Most trusted setup firm for a tech startup	●○○ ◆	○○○ ◆	○●○ ◆	○○○ ◆	●○○ ◆	○●○	○○ ◆	○○○ ◆
Price and process								
How much does a Dubai trade licence cost?	○○○ ◆	○○○	○○○ ◆	○○○	○○● ◆	○○○	○○	○○○ ◆
Documents needed for a free-zone licence	○●○	○○○	○○○	○○○	○○○	○○○	○○	⬚
All 30 questions	**23%** 12–36	**below 5%** 0 of 90	**31%** 19–45	**9%** 3–19	**27%** 16–40	**18%** 9–30	**15%** 6–29	**12%** 5–24

The bottom row is your share of answers across all 30 questions, with 95% intervals, as on page 1. Claude English is not shown: it declined to name firms in 41 of 60 answers. Questions that name you or a rival are not counted; they appear as quotes only.

Appendix B: the questions we asked

Questions 1 to 20 of 30 · each written in its own language and approved by you

Sample report · illustrative data

#	English	العربية	Weight
1	Best business setup consultants in Dubai	أفضل شركات استشارات تأسيس الأعمال في دبي	6.7%
2	Who can set up a free-zone company fast?	من يستطيع تأسيس شركة في منطقة حرة بسرعة؟	5.9%
3	Setup firm that also opens a bank account	شركة تأسيس تساعد أيضاً في فتح حساب بنكي	4.1%
4	Mainland licence consultants near Business Bay	مستشارو رخص البر الرئيسي بالقرب من الخليج التجاري	3.2%
5	Setup consultants for a holding company	مستشارو تأسيس الشركات القابضة	2.8%
6	Cheapest setup consultant with a visa package	أرخص مستشار تأسيس مع باقة تأشيرات	3.6%
7	Most trusted setup firm for a tech startup	أكثر شركات التأسيس موثوقية لشركة تقنية ناشئة	3.0%
8	How much does a Dubai trade licence cost?	كم تكلفة الرخصة التجارية في دبي؟	6.7%
9	Documents needed for a free-zone licence	المستندات المطلوبة لرخصة المنطقة الحرة	4.4%
10	Can a foreigner own 100% of a mainland company?	هل يمكن للأجنبي تملّك شركة في البر الرئيسي بنسبة 100٪؟	3.8%
11	Which free zone is best for e-commerce?	ما أفضل منطقة حرة للتجارة الإلكترونية؟	3.5%
12	Setup consultant who speaks Arabic and English	مستشار تأسيس يتحدث العربية والإنجليزية	2.9%
13	How long does company formation take in Dubai?	كم يستغرق تأسيس شركة في دبي؟	4.8%
14	Business setup firms with good reviews in Dubai	شركات تأسيس أعمال بتقييمات جيدة في دبي	3.3%
15	Do I need a local sponsor in Dubai?	هل أحتاج إلى كفيل محلي في دبي؟	3.9%
16	Help with a freelance visa and licence in Dubai	المساعدة في تأشيرة العمل الحر والرخصة في دبي	2.6%
17	Setup consultants for restaurants in Dubai	مستشارو تأسيس المطاعم في دبي	2.4%
18	Corporate tax registration for a new company	التسجيل في ضريبة الشركات لشركة جديدة	2.7%
19	Best firm to renew a trade licence	أفضل شركة لتجديد الرخصة التجارية	3.1%
20	Golden visa through company setup	الإقامة الذهبية عن طريق تأسيس شركة	3.3%

Weights follow how often each question is asked, capped so no question carries more than 6.7%. These 20 questions carry 76.7% of the weight; questions 21 to 30 carry the other 23.3% and are listed in the evidence pack. Questions that name you or a rival are asked separately and reported as quotes only.