

AI DISCOVERY REPORT · PREPARED FOR LARKFIELD HYGIENE LTD

When Dublin offices ask AI for a washroom hygiene supplier, Larkfield Hygiene is not named.

LEAD FINDING · OBSERVATION larkfieldhygiene.example · evidence gathered 22 October 2026 · report NM-20261022-47E0

Your business, as we read it. Your website describes Larkfield Hygiene Ltd as providing washroom hygiene services and sanitary bin collection to offices, schools and restaurants. ^{E3-E5} Across the 16 AI answers we recorded for your market, the firms named most often were Brightwater Facility Services (11), Corbridge Hygiene (11) and Tolka Washroom Co (8). ^{E11-E26}

2 of 16

AI answers to buyer questions that named you

Not in top 20

Google, "washroom services Dublin"

4.6 ★

Google Business rating, 23 reviews

What we found, and why it matters

We asked ChatGPT and Gemini, twice each, "Who supplies washroom hygiene services to offices in Dublin?" Larkfield Hygiene was named in 0 of 4 answers. Brightwater Facility Services was named in 4 of 4, and Corbridge Hygiene in 3 of 4. ^{E11-E14}

Google estimates about 90 searches a month in Ireland for "washroom services Dublin". Your website is not among the 20 results returned for that search. Google's map results for it show Brightwater Facility Services (4.8 stars, 112 reviews) and Corbridge Hygiene (4.5 stars, 64 reviews). ^{E27, E29}

Two different phone numbers are published for Larkfield Hygiene: 01 555 0100 on your Google Business listing and 01 555 0199 on your website. Both are valid numbers, and public sources do not show which number buyers should use. ^{E6, E8, E9}

There is a base to build on. Your Google Business listing shows a rating of 4.6 from 23 reviews, and asked "Which companies offer sanitary bin collection for businesses in Dublin?", ChatGPT and Gemini named you in 1 of 4 answers. ^{E8, E15-E18}

What we have prepared

- DISCOVERABILITY IMPROVEMENT** **An answer page for the buyer question.**
A page on your website that answers "Who supplies washroom hygiene services to offices in Dublin?" directly, using only facts from your own website.
- CONFLICTING PUBLISHED INFORMATION** **One phone number buyers and AI can trust.** Two different numbers are published: 01 555 0100 on your Google Business listing and 01 555 0199 on your website. Both are valid numbers; we cannot tell from public sources which one buyers should use, so we confirm it with you and align both.

3 more on page 3.

If you activate Needlemark

- Activation is one step, from the secure link in our email. No questionnaire, meeting or software to learn.
- You approve or decline each prepared correction; nothing changes without that.
- We publish approved corrections where you give us access, or send your web provider a ready-to-use package.
- We read the live page or listing ourselves to verify it, then re-ask your buyer questions 14 days later and report what changed, including when nothing did.

€59 a month [VAT wording to be confirmed]. No setup fee. Cancel any month.

Figures are counts of real answers and results recorded on the dates shown. AI answers vary from one asking to the next, so we ask each question more than once and report how often you are named, not a single result or a score.

What the systems found.

The buyer questions we asked, what AI and Google returned, and the firms they named. Sources are listed in the appendix.

Who AI named for “Who supplies washroom hygiene services to offices in Dublin?”

FIRM	ANSWERS NAMING IT
Brightwater Facility Services	4 of 4
Corbridge Hygiene	3 of 4
Tolka Washroom Co	2 of 4
Liffeyside Sanitary Services	1 of 4
Larkfield Hygiene Ltd	0 of 4

ChatGPT, Gemini, two runs each, 22 October 2026 E11-E14

Buyer questions put to AI search

BUYER QUESTION	YOU NAMED	FIRMS NAMED (ANSWERS)
Who supplies washroom hygiene services to offices in Dublin? ChatGPT, Gemini · 22 October 2026 · E11-E14	0 of 4	Brightwater Facility Services (4), Corbridge Hygiene (3), Tolka Washroom Co (2), Liffeyside Sanitary Services (1)
Which companies offer sanitary bin collection for businesses in Dublin? ChatGPT, Gemini · 22 October 2026 · E15-E18	1 of 4	Corbridge Hygiene (4), Brightwater Facility Services (2), Liffeyside Sanitary Services (1), Tolka Washroom Co (1)
Can I get feminine hygiene units serviced monthly for a school in Dublin? ChatGPT, Gemini · 22 October 2026 · E19-E22	1 of 4	Tolka Washroom Co (3), Brightwater Facility Services (2), Corbridge Hygiene (2)
Who provides air freshener and hand dryer servicing for restaurants in Dublin? ChatGPT, Gemini · 22 October 2026 · E23-E26	0 of 4	Brightwater Facility Services (3), Corbridge Hygiene (2), Tolka Washroom Co (2), Liffeyside Sanitary Services (1)

Google results

SEARCH	YOUR WEBSITE	TOP RESULTS
washroom services Dublin 22 October 2026 · E27	Not among 20	brightwater-fs.example, corbridgehygiene.example, irishdirectory.example
sanitary bin collection Dublin 22 October 2026 · E28	14	corbridgehygiene.example, brightwater-fs.example, tolkawashroom.example

How often buyers search

SEARCH	AVERAGE MONTHLY SEARCHES, IRELAND
washroom services Dublin	90
sanitary bin collection Dublin	50

Google Ads search volume via DataForSEO, 22 October 2026 E29

Your Google Business listing

Larkfield Hygiene · 01 555 0100 · Larkfield Business Park, Dublin 12, D12 X5Y7 · rated 4.6 from 23 reviews E8

What we can improve.

Verified differences and omissions, and credible discoverability opportunities, kept apart. Each correction below is already prepared; nothing is changed without your approval.

What we found

OBSERVATION	Asked “Who supplies washroom hygiene services to offices in Dublin?”, AI search named you in 0 of 4 answers; firms named most: Brightwater Facility Services (4), Corbridge Hygiene (3), Tolka Washroom Co (2). ^{E11-E14}
CONFLICTING PUBLISHED INFORMATION	Conflicting published numbers: your Google Business listing gives 01 555 0100; your website gives 01 555 0199. Each is a valid number; public sources do not show which is current. ^{E6, E8, E9}
OBSERVATION	Searching Google for “washroom services Dublin”, your website is not among the 20 results returned; top three: brightwater-fs.example, corbridgehygiene.example, irishdirectory.example. ^{E27}
OBSERVATION	Searching Google for “sanitary bin collection Dublin”, your website is at position 14; top three: corbridgehygiene.example, brightwater-fs.example, tolkawashroom.example. ^{E28}
CONFIRMED OMISSION	Your home page carries no structured business identity (name, address, phone) for machines to read. ^{E30}
OBSERVATION	AI search named you in 2 of 16 answers but never used your own website as a source. ^{E11-E26}

Prepared corrections

CORRECTION	WHAT IT IS	NEEDS
An answer page for the buyer question DISCOVERABILITY IMPROVEMENT	A page on your website that answers “Who supplies washroom hygiene services to offices in Dublin?” directly, using only facts from your own website.	Prepared. Your web provider publishes it (ready-to-paste package).
One phone number buyers and AI can trust CONFLICTING PUBLISHED INFORMATION	Two different numbers are published: 01 555 0100 on your Google Business listing and 01 555 0199 on your website. Both are valid numbers; we cannot tell from public sources which one buyers should use, so we confirm it with you and align both.	Prepared. You confirm the number; the listing owner or your web provider updates it.
Support for the Google search DISCOVERABILITY IMPROVEMENT	An answer page on your website written for the search “washroom services Dublin”, where your website is not among the 20 results returned.	Prepared. Your web provider publishes it.
Business details machines can read CONFIRMED OMISSION	A block of structured data (name, address, phone, services) for your home page.	Prepared. Your web provider pastes it in (block ready).
Make your own pages the source DISCOVERABILITY IMPROVEMENT	Answer pages and structured data so AI search can quote your own website, not only other sites.	Prepared. Your web provider publishes them.

“Conflicting published information” means two public sources differ and both values are plausible; we confirm the right one with you rather than assume which is wrong. A “discoverability improvement” is our best judgement of what will help; we measure the result rather than promise it.

Continuing management.

What happens if you activate the service. You approve; we do the rest.

01 · APPROVE

You approve or decline each prepared correction. Nothing changes without that.

02 · PUBLISH

We make the change where you give access, or send your provider a ready-to-use package.

03 · VERIFY

We read the live page or listing ourselves and confirm it matches what you approved.

04 · RETEST

Fourteen days later we ask the same buyer questions on the same systems and report what changed.

Each month you receive a short report: what we checked, what we found, what was corrected and what changed. Prepared work is never reported as published.

Needlemark: the continuing service

Monitoring of your buyer questions across supported AI-search systems; checks of your key business facts; up to two standard corrections prepared each month; authorised corrections implemented or coordinated, verified and retested; a concise monthly report.

€59 a month, no setup fee, cancel any month.

No questionnaires, discovery meetings or new systems to learn. Activation is one step, from the secure link in our email. No guarantee of rankings, recommendations or sales.

EVIDENCE APPENDIX

Sources.

Every record this report relies on, with its date. Where AI search named you, the words it used are quoted.

E6	Your website, https://larkfieldhygiene.example : phones "01 555 0199", quoted: "Call 01 555 0199".
E8	Google Business listing: Larkfield Hygiene, 01 555 0100, Larkfield Business Park, Dublin 12, D12 X5Y7; rated 4.6 from 23 reviews.
E9	Check of phone: conflict.
E11	ChatGPT (gpt-4.1), 2026-10-22, run 1: "Who supplies washroom hygiene services to offices in Dublin?". Named you: no. Firms listed: Brightwater Facility Services, Corbridge Hygiene, Tolka Washroom Co.
E12	ChatGPT (gpt-4.1), 2026-10-22, run 2: "Who supplies washroom hygiene services to offices in Dublin?". Named you: no. Firms listed: Brightwater Facility Services, Corbridge Hygiene.
E13	Gemini (gemini-flash), 2026-10-22, run 1: "Who supplies washroom hygiene services to offices in Dublin?". Named you: no. Firms listed: Brightwater Facility Services, Tolka Washroom Co, Corbridge Hygiene.
E14	Gemini (gemini-flash), 2026-10-22, run 2: "Who supplies washroom hygiene services to offices in Dublin?". Named you: no. Firms listed: Brightwater Facility Services, Liffeside Sanitary Services.
E15	ChatGPT (gpt-4.1), 2026-10-22, run 1: "Which companies offer sanitary bin collection for businesses in Dublin?". Named you: yes, in the words "Larkfield Hygiene (Dublin)". Firms listed: Corbridge Hygiene, Larkfield Hygiene, Brightwater Facility Services.
E16	ChatGPT (gpt-4.1), 2026-10-22, run 2: "Which companies offer sanitary bin collection for businesses in Dublin?". Named you: no. Firms listed: Corbridge Hygiene, Tolka Washroom Co.
E17	Gemini (gemini-flash), 2026-10-22, run 1: "Which companies offer sanitary bin collection for businesses in Dublin?". Named you: no. Firms listed: Brightwater Facility Services, Corbridge Hygiene.
E18	Gemini (gemini-flash), 2026-10-22, run 2: "Which companies offer sanitary bin collection for businesses in Dublin?". Named you: no. Firms listed: Corbridge Hygiene, Liffeside Sanitary Services.
E19	ChatGPT (gpt-4.1), 2026-10-22, run 1: "Can I get feminine hygiene units serviced monthly for a school in Dublin?". Named you: no. Firms listed: Tolka Washroom Co, Brightwater Facility Services.
E20	ChatGPT (gpt-4.1), 2026-10-22, run 2: "Can I get feminine hygiene units serviced monthly for a school in Dublin?". Named you: yes, in the words "Larkfield Hygiene (Dublin)". Firms listed: Larkfield Hygiene, Tolka Washroom Co.
E21	Gemini (gemini-flash), 2026-10-22, run 1: "Can I get feminine hygiene units serviced monthly for a school in Dublin?". Named you: no. Firms listed: Brightwater Facility Services, Corbridge Hygiene.
E22	Gemini (gemini-flash), 2026-10-22, run 2: "Can I get feminine hygiene units serviced monthly for a school in Dublin?". Named you: no. Firms listed: Tolka Washroom Co, Corbridge Hygiene.
E23	ChatGPT (gpt-4.1), 2026-10-22, run 1: "Who provides air freshener and hand dryer servicing for restaurants in Dublin?". Named you: no. Firms listed: Brightwater Facility Services, Corbridge Hygiene.
E24	ChatGPT (gpt-4.1), 2026-10-22, run 2: "Who provides air freshener and hand dryer servicing for restaurants in Dublin?". Named you: no. Firms listed: Liffeside Sanitary Services, Brightwater Facility Services.
E25	Gemini (gemini-flash), 2026-10-22, run 1: "Who provides air freshener and hand dryer servicing for restaurants in Dublin?". Named you: no. Firms listed: Corbridge Hygiene, Tolka Washroom Co.
E26	Gemini (gemini-flash), 2026-10-22, run 2: "Who provides air freshener and hand dryer servicing for restaurants in Dublin?". Named you: no. Firms listed: Brightwater Facility Services, Tolka Washroom Co.
E27	Google (DataForSEO, mobile, Ireland), 2026-10-22: "washroom services Dublin". Results returned: 20. Your position: not among them. Top: brightwater-fs.example, corbridgehygiene.example, irishdirectory.example, site0.example, site1.example.
E28	Google (DataForSEO, mobile, Ireland), 2026-10-22: "sanitary bin collection Dublin". Results returned: 20. Your position: 14 (larkfieldhygiene.example). Top: corbridgehygiene.example, brightwater-fs.example, tolkawashroom.example, site0.example, site1.example.
E29	Google Ads search volume, Ireland (DataForSEO), 2026-10-22: "washroom services Dublin" 90 a month; "sanitary bin collection Dublin" 50 a month.
E30	Home page technical read 2026-10-22: structured data types none; AI crawlers allowed: {'GPTBot': True, 'OAI-SearchBot': True, 'Google-Extended': True}.