



EMW Introduces Business Visibility Score™ to Help Companies Measure and Improve Customer Acquisition

Independent measurement reveals visibility gaps that may be limiting sales, leads, and customer trust

NEW YORK, NY, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Every business has a [Business Visibility Score™](#) whether they know it or not. That score may be influencing how easily customers find, trust, and choose the business online.

EMW today introduced the [Business Visibility Score™](#), an independent measurement that helps business owners identify the visibility gaps that may be limiting customer acquisition, qualified leads, and sales. The Score is delivered through the [Business Visibility Snapshot™](#), which takes less than one minute and provides a baseline measurement of how a business appears across search engines, AI platforms, and critical trust signals.

Why Business Visibility Matters

Customers search online before making a purchase decision. What has changed is how they search — and who is helping them find answers. AI-powered tools now recommend businesses to consumers. Search engines evaluate authority, consistency, and trust signals rather than just keywords. Businesses that fail to present a clear, consistent digital identity risk being filtered out before a prospect ever sees their name.

The Business Visibility Score™ provides an independent, objective measurement that businesses can understand and improve over time.

What Is a Business Visibility Score™?



A Business Visibility Score™ is a measurable indicator of how effectively a business can be found, understood, and trusted across the digital ecosystem. The Score is based on documented visibility signals and factual business information — not opinions, guesses, or marketing claims.

The Score is designed to provide a baseline measurement, not a marketing promise. It reflects the current state of a business's digital presence and identifies the specific areas that may be affecting customer acquisition and sales. For business owners, the Score answers a simple but critical question: "How visible is my business, really?"



Business Visibility Snapshot™ provides a personalized overview of your business's online visibility, search presence, AI discoverability, reputation, and digital authority to help identify opportunities for improvement.

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For years, businesses improved visibility without measuring it. The Business Visibility Score™ changes that — independent, transparent, and earned only through measurable improvement.”

— Alexander Pidgeon,
Founder of EMW

Why Measurement Matters

Businesses routinely measure revenue, profit, cash flow, customer acquisition cost, and online reviews. Yet many have never measured their Business Visibility, even though it directly affects all of those metrics.

Without a baseline measurement, businesses often invest in SEO, advertising, websites, content, and AI optimization without understanding whether their visibility has actually improved. The Business Visibility Score™ changes that by providing a measurable business asset that can be tracked and improved over time. Business owners can finally

answer the question: "Is our visibility improving?"

What the Business Visibility Score™ Measures

The Business Visibility Snapshot™ evaluates how a business appears across six critical areas and generates a measurable Business Visibility Score™:

* Can customers find your business? — Search visibility across platforms

* Can AI systems identify your business correctly? — AI discoverability and accuracy

* Do your online trust signals build credibility? — Trust indicators that influence decisions

* Is your business information consistent everywhere? — Brand alignment and accuracy

* Does your brand appear authoritative? — Authority signals that demonstrate expertise

* Are competitors easier to discover than you? — Comparative visibility assessment

* An Independent, Objective Measurement

The Business Visibility Score™ is generated independently using documented visibility signals and factual business data. It cannot be purchased. It cannot be negotiated. It cannot be influenced by hiring anyone — including EMW. The score changes only when measurable visibility improvements are made.

The score does not care who does the work. It only measures whether the work has been done.

"We built the Business Visibility Score™ to create a transparent measurement businesses can improve over time," said Alexander Pidgeon, Founder of EMW. "The score does not care who does the work. It only measures whether the work has been done."

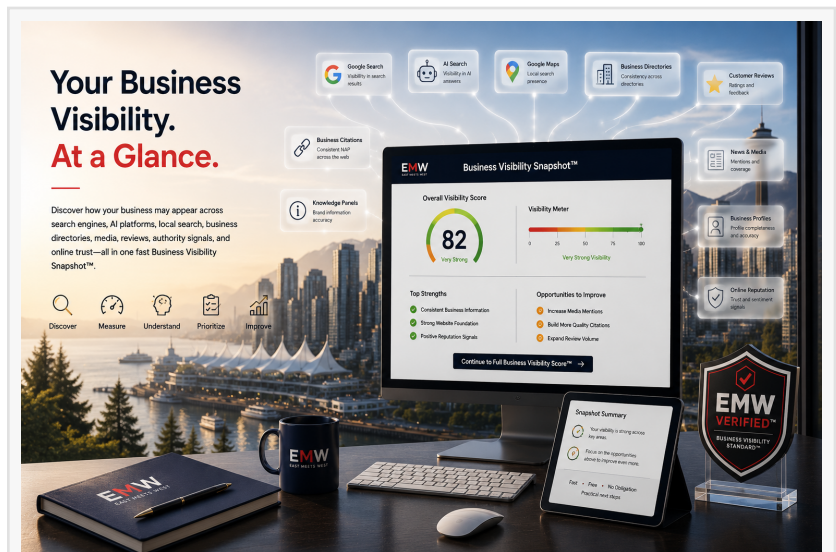
What You Receive

* The Business Visibility Snapshot™ provides business owners with:

* A Business Visibility Score™

* Identified visibility strengths

* Clear visibility gaps



The EMWNews Business Visibility Snapshot™ provides a fast first impression of how your business appears across search engines, AI platforms, local search, business directories, media, reviews, authority signals, and online trust.

* Prioritized next steps for improvement

The assessment is designed to provide a practical starting point for improving discoverability, credibility, and customer acquisition. Business owners receive a structured evaluation that identifies measurable opportunities for improvement — not generic advice, but specific visibility gaps that may be affecting their ability to attract and convert customers.

Availability

Business owners can receive their Business Visibility Score™ in less than one minute by entering their domain at <https://emwnews.com/business-visibility-snapshot/>. Businesses that want more customers, more qualified leads, and more sales start by knowing their number.

About EMW

EMW is The Business Visibility Company. We help good businesses become visible by making Business Visibility™ measurable. Through independent measurement, transparent methodology, and continuous improvement, EMW helps organizations become easier to find, understand, trust, and choose across search engines and AI systems.

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