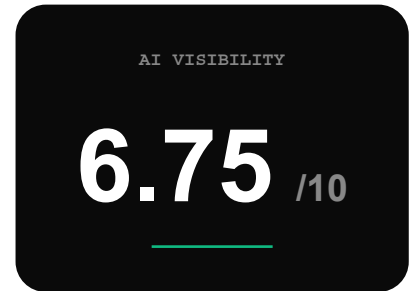


## AI SEARCH DIAGNOSTIC

# Hoxton Burgers, you're almost there.



## RESTAURANT

hoxton.cz · Náměstí Míru + Jiřího z Poděbrad · Praha 2-3

Smash burgers · Cheese Bombs · 4.8 stars · 3,500+ reviews

## You rank well across AI search — with one critical gap.

We tested 9 queries across 3 categories and 2 engines (Perplexity, Claude). Hoxton was cited in 5 of 6 brand+mid queries. One miss is the query that defines you:

### "best smash burgers Prague"

Your homepage title literally reads "Prague's Top Rated Smash Burgers and Cheese Bombs." Yet Perplexity does not cite Hoxton in that exact query. Cited instead: MATOKA, FATFUCK, Mad Runner.

### Cause: invisible data tags on your site label you wrong.

Every restaurant site has hidden tags that tell AI engines what cuisine you serve. Yours say "Middle Eastern, Mediterranean" — not burgers. AI files you accordingly.

## We know how to fix this — but please read the audit first.

4 minutes of reading. You'll understand how AI search indexing works, where Hoxton stands today, and how fixing the gap drives new tourist diners.

[Turn the page →](#)

## SECTION 01

# Audit

9 queries across 3 categories × 2 engines tested. ChatGPT — pending separate test.

## BRAND QUERIES

"Hoxton Burgers Prague" — direct brand search

**Perplexity**

Detailed brand recognition. Full info: 2 locations, menu, 4.8□ rating, hours. Pulls from hoxton.cz directly.

→ proof: [perplexity.ai/search/...2e2630b6c566](https://perplexity.ai/search/...2e2630b6c566)

PASS

**Claude (web search)**

Same — full brand recognition. Cites smash burgers, Cheese Bombs, Vinohrady locations, delivery via Wolt.

→ proof: web-search transcript on request

PASS

**ChatGPT**

Pending separate test (not run in this audit cycle).

→ proof: will be added on follow-up

TBD

## MID QUERIES

"best burgers Vinohrady", "best smash burgers Prague" — cuisine + location

**Perplexity**

Vinohrady query: cited #3 + #4 (both locations). Smash burgers query: NOT CITED — competitors MATOKA, FATFUCK, Mad Runner instead.

→ proof: [perplexity.ai/search/...952447c9537d](https://perplexity.ai/search/...952447c9537d)

PARTIAL

**Claude (web search)**

Vinohrady #3 of 5 (after Dish, Meat & Greet). Smash burgers #3 of 5 (after FATFUCK, Smashed). Cited in both.

→ proof: web-search transcript on request

PASS

**ChatGPT**

Pending separate test.

→ proof: will be added on follow-up

TBD

## WIDE QUERIES

"best restaurants Prague", "restaurants Vinohrady" — generic discoverability

**Perplexity**

Hoxton not surfaced in any wide query. Generic top picks instead: Field, La Degustation, Mlýnec, Lokál.

→ proof: web-search transcript on request

FAIL

**Claude (web search)**

Same — Hoxton invisible. Cites Aromi, Vinohradský Parlament, El Camino, Dish (Vinohrady).

→ proof: web-search transcript on request

FAIL

**ChatGPT**

Pending separate test.

→ proof: will be added on follow-up

TBD

## SECTION 02

# Problems

## Main problem:

Every restaurant website has hidden data tags that tell AI engines what kind of place you are. Yours tell AI you serve Middle Eastern food, with no mention of smash burgers. So when tourists ask AI for the best smash burgers in Prague — AI files you under wrong cuisine and skips you.

### Wrong cuisine label in your site data

Hidden tag says "Middle Eastern, Mediterranean" — AI files you under wrong cuisine.

CRITICAL

### Menu not readable by AI

No machine-readable list of smash burgers, Cheese Bombs, sliders. AI can't connect query to product.

CRITICAL

### Parked domain hoxtonburgers.cz

Empty placeholder page from your registrar. Tourists Googling your brand may land here.

CRITICAL

### Missing site description

No description tag on hoxton.cz. AI and Google pull random text snippets instead of your pitch.

MEDIUM

### Broken social share previews

Sharing your link in iMessage, WhatsApp, Slack shows no image or preview text. Looks like a spam link.

MEDIUM

### Wrong review count in site data

Site data says 437 reviews. Google Maps shows 3,551+. AI underestimates your authority.

MEDIUM

## All 6 defects are fixable.

On the next page — the specific fixes and projected results.

[Turn the page →](#)

SECTION 03

# Fixes & Results

- Phase 1** Week 1 (~2h)

**Fix data tags on your site**

Correct cuisine label to American / Burger / Smash Burger. Add machine-readable menu items for Cheese Bomb, Smash Burger, sliders. Sync review count to match Google.
- Phase 2** Week 1 (~2h)

**Domain + share preview cleanup**

Redirect parked hoxtonburgers.cz → hoxton.cz. Add site description and proper share-preview tags (works on iMessage, WhatsApp, Slack).
- Phase 3** Day 60

**Re-test + confirm results**

After 60-day AI propagation window, re-run same 9 queries across all 3 engines. Confirm "best smash burgers Prague" now cites Hoxton.

PROJECTED OUTCOME (60-DAY WINDOW)

<p>WEEK 1</p> <p><b>Fixes shipped — AI engines start re-crawling</b></p>	<p>DAY 30</p> <p><b>Partial coverage — first cites in updated queries</b></p>	<p>DAY 60</p> <p><b>Cited across all tested categories</b></p>
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Projected score after fix: **6.75 → 9.0+**

Brand stays 100%, Mid → 100%, Wide → 50%+. Same methodology, re-tested at day 60.

**Contact us now to book the full fix.**

Usually delivered in 1 week. [hello@crushgeo.com](mailto:hello@crushgeo.com) →