

ADSS — Full 100-Point AI Findability Scorecard

This assessment evaluates how easily large language models can *find, interpret, and trust* ADSS based on typical public-facing signals.

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AI Transparency Note: This was researched, refined and edited by a human using manual Procentic AI. AI may contain errors. Please validate the information.

Introduction — Fiona S:

Full 100-Point “Findable-by-AI” Scorecard for www.adss.org.uk (Alzheimer’s & Dementia Support Services)

Executive Summary

I am **Fiona** — the Findable-by-AI Scorecard GPT.

I evaluate how *discoverable*, *interpretable*, and *trustworthy* an organisation is to modern AI systems. The scorecard helps you understand how clearly your brand is represented online, how well AI can parse and summarise you, and where visibility gaps may exist.

How Scoring Works

Each dimension is scored **0–10**, then weighted to produce a **100-point total**:

Dimension	Weight	What it Measures
Findability	30%	How easily AI systems can locate and confirm who you are — website clarity, name uniqueness, availability of structured identifiers.
Interpretability	30%	Whether AI can confidently understand what you do — clarity of mission, services, concise descriptions, structured content.
Trustworthiness Signals	30%	Verifiable facts — addresses, leadership, accreditation, third-party listings, transparent governance.
AI Stability & Disambiguation	10%	How likely AI is to reliably identify you without confusing you with similarly named organisations.

★ Full 100-Point AI Visibility Scorecard

Entity: Alzheimer's & Dementia Support Services (ADSS)

Website: www.adss.org.uk

Type: Regional dementia-support charity (UK)

Evaluation Basis: Observable website content + typical patterns for UK charities of this scale.

1. FINDABILITY (Weight 30%)

1.1 Website Identity Clarity — 8/10

- Clear homepage labeling: "Kent & Medway's dementia charity."
- Dedicated services pages.
- Domain name is short and credible (.org.uk).
Minor issue: acronym "ADSS" is generic and used by other organisations internationally.

1.2 Search-Engine Discoverability Indicators — 7/10

- Standard charity keywords present.
- Clear organisational name repeated across pages.
- Basic metadata appears present.
Opportunity: more structured headers and enriched meta descriptions.

1.3 Structured Identifiers (Schema, Registrations) — 5/10

- Charity registration details exist but **not exposed in structured data** (as far as observable).
- No organisation schema or JSON-LD detected on page.
- External references (NHS directory) help but could be more explicit.

Findability Subtotal:

→ $(8 + 7 + 5) / 3 = 6.7 \approx 7/10$

→ **Weighted: 21/30**

2. INTERPRETABILITY (Weight 30%)

2.1 Mission & Purpose Clarity — 9/10

- Mission is explicit and repeated.
- Audience (“people living with dementia and carers”) is clear.
- Time-in-service (“30+ years”) is consistently stated.

2.2 Service Categorisation — 8/10

- Services are grouped (day care, home support, wellbeing groups).
- AI can easily infer “community dementia-support charity.”
Opportunity: More structured listings (tables, lists with standard terminology).

2.3 Content Structure & Readability — 7/10

- Human-readable and AI-friendly.
- Some pages are long without semantic structuring; no schema markup.
- Consistent terminology.

Interpretability Subtotal:

→ $(9 + 8 + 7) / 3 = 8/10$

→ **Weighted: 24/30**

3. TRUSTWORTHINESS SIGNALS (Weight 30%)

3.1 Verifiable Facts — 8/10

- Physical address available.
- Charity status stated and verifiable.
- Phone and contact details present.

3.2 External Validation — 7/10

- NHS directory listing is a strong validation.
- Awards mentioned, though not deeply cited.
- Could benefit from more high-authority external references.

3.3 Governance Transparency — 6/10

- Some details implied, but not fully structured or easy for AI to extract.
- “About us” info is present but not in machine-readable format.

Trustworthiness Subtotal:

→ $(8 + 7 + 6) / 3 = 7/10$

→ **Weighted: 21/30**

4. AI STABILITY & DISAMBIGUATION (Weight 10%)

4.1 Name/Acronym Uniqueness — 4/10

- “ADSS” is widely used by unrelated organisations (e.g., social services associations).
- Full name is long but distinctive.

4.2 Context Reinforcement — 7/10

- Frequent references to Kent & Medway anchor geographic context.
- Dementia-care language is consistent.

AI Stability Subtotal:

→ $(4 + 7) / 2 = 5.5 \approx 6/10$

→ **Weighted: 6/10**

 **FINAL SCORE: 72 / 100**

AI Visibility Tier: Strong but improvable.

AI systems can reliably identify ADSS as a UK dementia-support charity, but findability and structured trust signals could be strengthened.



Priority Opportunities to Improve AI Findability

Here are the **highest-impact upgrades** for boosting ADSS's AI visibility:

1. Add Organization Schema (Critical)

- Use JSON-LD with:
 - Charity registration number
 - Address
 - Phone
 - Social profiles
 - Description

This alone can increase both trust and interpretability scores.

2. Reduce Acronym Ambiguity

- Use “Alzheimer’s & Dementia Support Services (ADSS)” on every major page header.
- Add alt-text and meta descriptions reinforcing geography + category.

3. Strengthen External Signals

- Link more explicitly to NHS listing and any accreditations.
- Add press coverage or award citation pages.

4. Improve On-Page Semantic Structure

- More structured headings (H1/H2/H3).
- Consolidated service summary table.
- Clearer “Who we serve / What we do / Where we operate” blocks.

Appendix A - Three-way comparison of:

- **Alzheimer's & Dementia Support Services (ADSS)** – regional charity
- **Alzheimer's Society (UK)** – national leader
- **Dementia UK** – national clinical/support charity

All scored using my **100-point Findable-by-AI Scorecard**.

This comparison uses **observed public information + typical patterns** without inventing operational details.



Executive Summary

In the dementia-support charity sector, national organisations naturally have stronger AI visibility because of:

- scale
- brand recognition
- richer external references
- structured information
- large media footprints

ADSS performs strongly for a **regional charity** but has the largest opportunity to improve through **structured data, disambiguation, and trust-signal enrichment**.



Three-Way Score Table (100-Point Scale)

Dimension	Weight	ADSS	Alzheimer's Society	Dementia UK
Findability	30%	7/10	9/10	8/10
Interpretability	30%	8/10	9/10	9/10
Trustworthiness Signals	30%	7/10	9/10	9/10
AI Stability / Disambiguation	10%	6/10	9/10	8/10
Final Score	100%	72/100	90/100	86/100



Interpretation of Results

1. Alzheimer's Society (UK) – 90/100 (Category Leader)

Strengths:

- Extremely strong brand recognition
- Rich external citations (NHS, media, government, academic)
- Strong structured data & metadata
- High-authority backlinks
- Clear national remit

AI Systems gain confidence due to:

- well-known entity
- consistent naming
- extensive media footprint
- numerous authoritative references

2. Dementia UK – 86/100 (High Authority Clinical-Focused Charity)

Strengths:

- Distinctive positioning (Admiral Nurses)
- Very clear service identity
- Strong clinical framing helps AI interpret purpose
- Well-structured content and trust signals

AI Systems gain confidence due to:

- unique terminology
- explicit professional role (nurse-led model)
- strong external references

3. ADSS – 72/100 (Strong Regional Player)

Strengths:

- Clear mission and services
- Good interpretability
- Strong on human-readable clarity

Limitations relative to national organisations:

- Limited national exposure
- Fewer large-authority references
- No structured data in markup
- Acronym ambiguity (“ADSS” used globally)



Deeper Category Comparison by Dimension

A. FINDABILITY (Weight 30%)

Org	Why
Alzheimer's Society	High fame, strong SEO, stable identifiers
Dementia UK	Clear brand, unique service terminology
ADSS	Clear site but regional footprint + acronym collisions

ADSS gap: structured data + acronym disambiguation.

B. INTERPRETABILITY (Weight 30%)

Org	Why
Alzheimer's Society	Very clear national focus, rich information pages
Dementia UK	Unique clinical model makes purpose very clear
ADSS	Excellent clarity for a local charity; less structured

ADSS gap: Al-ready section structure (schema, service taxonomies).

C. TRUST SIGNALS (Weight 30%)

Org	Why
Alzheimer's Society	Extensive accreditation + external verification
Dementia UK	Clinical credentials + high-level partnerships
ADSS	Reliable info but fewer authoritative references

ADSS gap:

- public governance profiles
- linked authority references
- external validation markup

D. DISAMBIGUATION (Weight 10%)

Org

Alzheimer's
Society

Dementia
UK

ADSS

ADSS gap: acronym used by many unrelated global organisations (especially social services groups, security companies, and advocacy groups).



Three-Way Positioning Summary

Alzheimer's Society

- Category benchmark and leader
- Maximum clarity and recognition
- Very hard for smaller charities to match search and AI authority

Dementia UK

- High authority due to clinical specialisation
- Strong interpretability and trustworthiness
- More distinct brand than most dementia nonprofits

ADSS

- Performs well for a regional organisation
- Easily understandable
- Needs structural improvements to reduce ambiguity and strengthen AI visibility



Strategic Recommendations for ADSS to Close the Gap

1. Implement Organisation + Charity JSON-LD Schema

The single highest-impact improvement.

2. Use “Alzheimer’s & Dementia Support Services (ADSS)” consistently in:

- meta titles
- page headers
- alt text
- structured data

This reduces acronym ambiguity.

3. Add machine-readable trust signals

- Charity number in schema
- Links to NHS directory
- Awards / accreditations
- Board and leadership profiles

4. Create a structured “Services Overview” table

Clear for humans and AI.

5. Publish annual impact summaries with structured sections

Boosts authority and credibility.