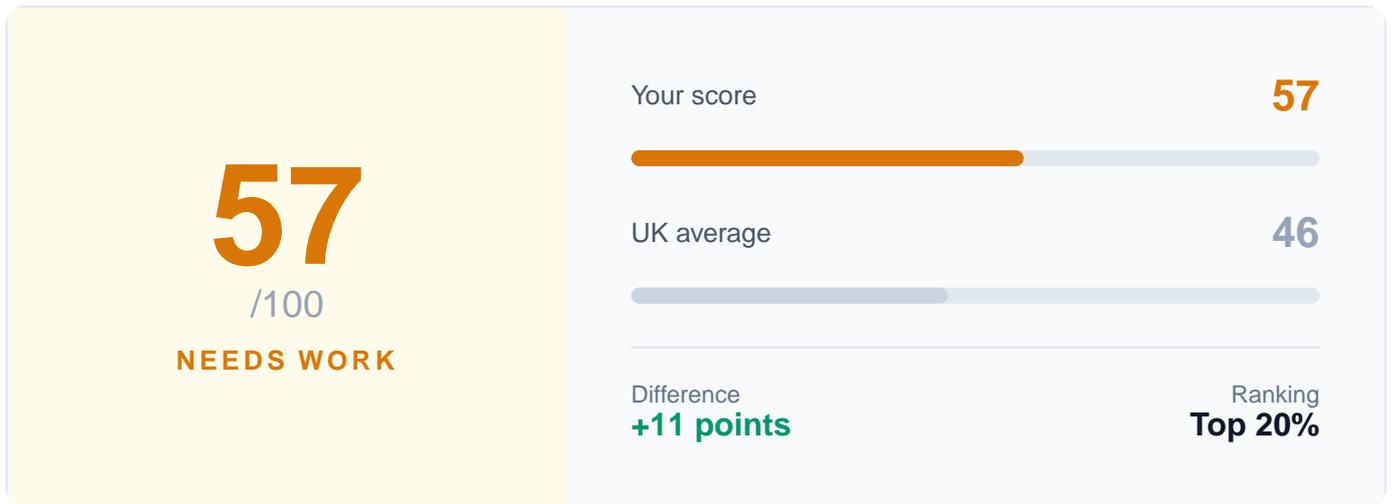


PREPARED FOR

# Turnbullandasser

turnbullandasser.com



## 2 Biggest Risks

● **Structured Data (JSON-LD)**

No JSON-LD schema markup found — AI has to guess basic company details.

● **Salary Transparency**

No machine-readable salary data found — AI will guess or refuse to answer salary questions.

### Estimated Cost of Inaction

- 72% of candidates now use AI tools to research employers before applying.
- Employers with low AI visibility receive up to 30% fewer quality applications — candidates can't find accurate information, so they don't apply.
- Each unfilled role costs an average of £4,700 per month in lost productivity, overtime, and recruitment spend.

This report is based on publicly available data from turnbullandasser.com. Scores are calculated using the OpenRole AI Visibility methodology.

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