



Specularis is an AI-visibility company in Miami, a practice sometimes called **AI SEO** (or GEO / AEO). We audit whether AI answer engines like **ChatGPT, Claude, and Perplexity** can find, read, and cite a business, then fix the gaps, the way SEO used to get you found on Google.

Featured in: Refresh Miami — “Search has a new answer, and Specularis wants Miami businesses in it” · SEORCE — 561-business data + crawler-block proof, as a case study.

FOUNDER



Adev Aarons — Founder, Specularis

Adev helps founders, real estate agents, law firms, and local businesses get found and cited by ChatGPT, Claude, and Perplexity. He spent about four years on growth and SEO before Specularis, and now runs live crawler audits daily. His recent study tested 561 Florida businesses and found nearly half are invisible to AI.

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ORIGINAL DATA — 561 FLORIDA BUSINESSES (AUG 2026)

Tested the way ChatGPT reads them. "Invisible" = the site blocks the AI crawler (403 / Cloudflare challenge to GPTBot) or publishes no structured data.

Industry	Tested	Block the AI crawler	Invisible to AI
Real estate (statewide, 16 metros)	443	25%	51%
Law firms	35	43%	49%
Roofing / contractors	40	30%	45%
Med spas	43	28%	37%
All four	561	26%	49%

Full study + method: blog.specularisinc.com/blog/half-of-florida-local-businesses-invisible-to-ai · Per-metro cuts on request.

PULL-QUOTES

"AI doesn't recommend businesses. It recommends sources. Most companies aren't in the sources."

"You don't lose to a better competitor. You lose to a more legible one."

"Blocking the AI crawler buys you nothing on security. It just deletes you from the answer."

"This isn't SEO renamed. It's a different channel, and it's wide open."

ADEV CAN SPEAK ON

- Why AI recommends sources, not businesses
- The crawler-block problem most sites don't know they have (**live on-air audit** of any site named)
- What moves the needle: crawler access, schema, reviews, citations, and the 2–3 month timeline
- The local-business AI-visibility gap, with original data
- AI SEO explained: GEO vs AEO vs traditional SEO

ASSETS

Headshot, logo, and crawler-block proof image available at blog.specularisinc.com/press.

FOR ATTRIBUTION

Please credit **Adev Aarons, Founder of Specularis**, with a link to specularisinc.com. Happy to run a live audit on any site you name, pull a local-metro cut of the data, or be a go-to source for future AI-search stories.

