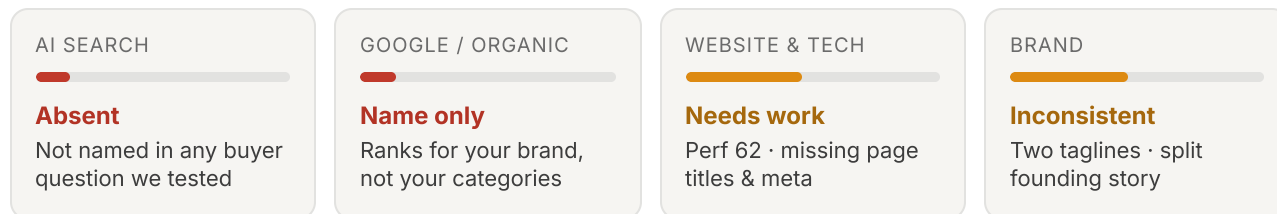


What your buyers see online — Corven Metrology

A public-data readout of how Corven shows up when a buyer goes looking — across AI assistants, search, your website, and your brand. Built entirely from publicly available information; nothing was asked of your team. Prepared by Gameplan.

VISIBILITY AT A GLANCE



Headline finding

When a buyer asks an AI assistant or a search engine to recommend a flow-measurement supplier, Corven does not appear — the answer is filled by your competitors instead. And that is despite your meters running two national water-quality networks and 18,000+ units in the field across UK and Nordic utilities.

We ran the questions your real buyers ask — *"best ultrasonic flow meters for water utility networks"*, *"MID-approved flow meter for district heating"*, *"electromagnetic flow meter for pharmaceutical process water"*. Across every one of them, the AI confidently named **Veritflow, Sonaris, Meterix and Kelvan** — and **not Corven**. On the district-heating question it even cited the standard a scheme engineer would care about (OIML R49) and pointed them to Veritflow and Sonaris. On the pharma question, the assistant explicitly noted it *did not include details on Corven's validation support* and recommended Meterix and Kelvan in your place.

That is the gap in one sentence: your competitors have **taught the internet what they are and who they serve**, so the machines now sitting between you and your buyers can recommend them by name. Four decades of engineering credibility, utility-grade proof, and 18,000+ meters deployed all exist — but not in a form AI search and Google can find, read, and attribute to *you*. Today, you only surface when a buyer already knows the name "Corven" and types it in.

What your buyers see today (discover → land → trust)

1. **Discover — you only come up if they already know you.** In external search data, the only terms Corven ranks for are its own name and near-namesakes ("corven ltd", "corven flow") — none of them buyer questions, and most outside the first page. On the actual *category* questions — utility metering, district heating, pharma process water — Corven is absent from both the AI answers and the search results. Meanwhile competitors rank on hundreds of category and product terms (Veritflow and Sonaris each rank #1 on long lists of buyer searches). Worse: your flagship products — AquaTrace and FlowSentry — get attributed to **"Anders Industrial"** in search rather than building the Corven name.
2. **Land — the front door is a generic shop, not an expert.** The site runs on a generic e-commerce theme — a "request a quote" catalogue — while your sale is a technical, specified, regulated-environment purchase. The home page also lacks a readable page title or meta description in its source, so the snippet a buyer sees on Google and the label an AI reads are blank or auto-generated. The platform and on-page hygiene fit a parts catalogue, not a multi-year metering contract specified by a utility asset manager or a validation lead.

3. **Trust — your best proof is buried.** Two national water-quality networks, 18,000+ meters in the field, ISO 9001, four decades of UK design and manufacture, and now backed by **Anders Industrial** — this is category-leading proof. But it isn't structured in a way that search and AI can attribute to you, so it doesn't work in the moment a buyer is comparing options. Competitors have *their* utility and validation credentials cited for them automatically in the same answers Corven is missing from.
4. **A story that isn't told consistently.** Your website says "*over 40 years*"; your LinkedIn says "*since 1979*." Your home page leads on "*Measure what matters, meter by meter*"; your LinkedIn leads on "*Flow you can certify*." The Anders Industrial acquisition — a genuinely strong narrative — is told on Anders's site more clearly than it works for *your* name, and your own flagship products (AquaTrace, FlowSentry) are attributed to Anders in search rather than building Corven's profile. Two front doors, two different stories, one under-told heritage.
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Opportunity map

QUICK WINS

(technical / on-page / AEO — days, not months)

- Fix the home-page **title tag and meta descriptions** sitewide (currently absent in source) so search snippets and AI labels read as deliberate, not auto-filled.
- Add **structured data** (Organization, Product, and the two water-network and district-heating deployments as citable case studies) so AI search can attribute your wins — the national networks, the 18,000+ meters — to *you*.
- Clear the **on-page and performance issues** the speed test flagged — Performance 62/100, SEO 74/100, and a 4.3-second largest-content load — all leaving easy points on the table.
- Align the brand facts into **one consistent founding story** ("over 40 years" vs "since 1979") and **one tagline** across the site and LinkedIn.

FOUNDATIONAL

(the real lever — the engine, not the patch)

- A **purpose-built site that matches the buying motion** (expert-led, specification-first, proof-forward) instead of a catalogue theme retrofitted to a considered technical sale.
- An **SEO / AEO / GEO program** that makes Corven a *named, citable answer* to the utility, district-heating and pharma buyer questions you are currently absent from — the content the AI literally could not find.
- **Surfacing the proof** — the national networks, the 18,000+ meters, the regulated-environment track record, the Anders backing — turned into structured, discoverable case studies and sales collateral.

Where Gameplan fits

Lane	What it addresses here
Brand & messaging	One consistent story and tagline; positioning that separates Corven from the commodity "buy a meter" players and lands the Anders Industrial backing.
Website	A purpose-built site fit for a considered, regulated B2B sale — replacing the catalogue-theme mismatch and fixing the missing on-page foundations.
SEO / AEO / GEO	Making Corven a recommended, cited answer in AI and search for the buyer questions you're currently absent from — the headline gap.
Collateral	The utility and regulated-environment proof — the two national networks, 18,000+ meters — structured into sales-ready, citable form.

Evidence sample — the full teardown includes an appendix with the captures behind every finding. One example below.

AI answer visibility

Live manual answer-engine / SERP checks. Directional. Pattern: across every buyer question tested, the answer named competitors and omitted Corven.

Buyer question	Brands the answer surfaced	Corven present?
Best ultrasonic flow meters for water utility networks (UK)	Veritflow, Sonaris, Meterix — with ISO 4064 cited	No
MID-approved flow meter for district heating	Veritflow, Sonaris, Aldous Flow — OIML R49 referenced	No — answer noted it lacked detail on Corven
Electromagnetic flow meter for pharmaceutical process water	Meterix, Kelvan, Sonaris	No
"Veritflow vs Kelvan vs Corven" (forced comparison)	Detailed on Veritflow + Kelvan (incl. their utility proof)	Named but blank

On the forced comparison the assistant returned: *"The results mention Corven as one of the flow-measurement options available, but don't provide detailed comparative information about its specific features relative to Veritflow and Kelvan."* — Corven is *named* but has no citable substance for the AI to compare, while competitors are described in detail with their own attributed proof.

All search and AI-visibility figures are external / directional estimates from public sources — not Corven's own analytics.