

CAN ANYONE FIND NONNA GIULINA?

Nonna Giulina

MEASURED	QUESTIONS	ENGINES	ANSWERS KEPT
30 September 2026	20 × 3 languages	4 grounded APIs	209 of 240

SOMEWHERE, PLANNING A WEEK IN PIEDMONT

Someone is putting together a few days around Barbaresco and Alba, and instead of opening a map they describe what they want to an assistant: somewhere small and family run, with a bit of outdoor space, and the dog is coming. A handful of places come back by name, and that is the whole shortlist.

We asked that kind of question thirty times across the Langhe, in Italian, English and French, and then asked thirty more that described exactly what you offer. This is what came back.

01 • THE ANSWER

0/96

Across 96 answers about where to stay in the Langhe, you were named zero times. So was your village.

Named 0

Not named 96

Italian 0/33 • English 0/32 • French 0/31

That on its own would be unremarkable, because a six room guest house competing against an entire wine region is a long shot and you would be entitled to shrug. The second half of the measurement is the part that is not a long shot, and it is where the problem actually is.

02 • THE SECOND MEASUREMENT

They can find you by name. They cannot find you by anything you offer.

We ran ten more questions, each one describing something you verifiably have, and asked each in all three languages. The count is how many kept answers named you. An answer the engines returned citing nothing is discarded rather than counted.

WHAT THE GUEST DESCRIBES			NAMED
01	where to stay in Castagnole delle Lanze, the village by name		6/12
02	a bed and breakfast near Neive		0/12
03	a small B&B near Barbaresco with a hot tub		0/11
04	a dog friendly bed and breakfast in the Langhe		0/11
05	wheelchair accessible accommodation in the Langhe		0/12
06	a family room near Alba		0/11
07	somewhere affordable to stay near Alba		0/11
08	a guest house between Alba and Asti		1/11
09	a guest house with garden and terrace near Barbaresco		0/10
10	a bed and breakfast near Barbaresco with parking		0/12

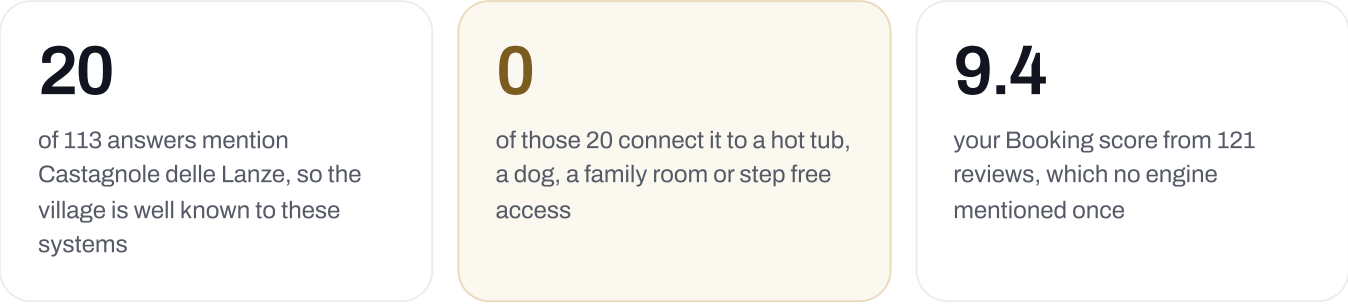
THE ONE QUESTION THAT FINDS YOU

Six of your seven appearances are the same question. Someone who already types “Castagnole delle Lanze” finds you, in all three languages. That is worth knowing, because it means you are in these systems and readable. You are simply not attached to anything.

EVERY ATTRIBUTE RETURNS ZERO

The open air hot tub, the dog policy, the step free access, the family rooms, the garden and terrace, the parking. Each of those is on your own Booking listing today, each was asked in three languages, and not one of them produced your name once.

You exist as a name on a map and nothing else.

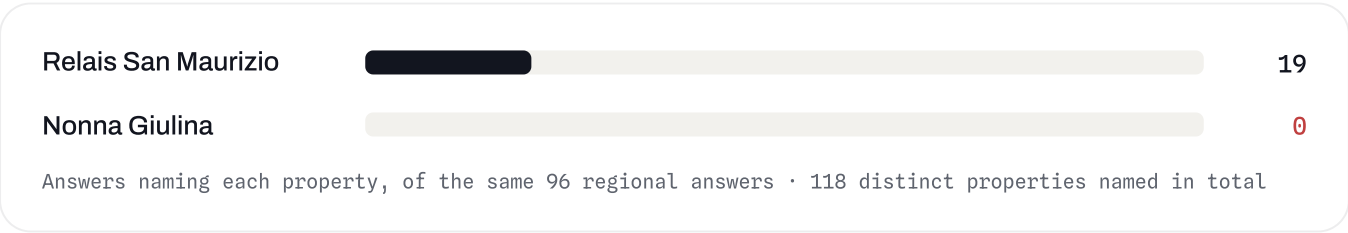


These systems answer a question in two steps, first gathering candidates and then checking each one. You are reachable in step two, since naming the village finds you, and you never reach step one, because nothing associates you with a reason to stay.

The distinction matters because it changes the fix. A property nobody can find has a visibility problem that takes months. A property that is perfectly findable but attached to no quality has a description problem, and description problems are quick.

04 • THE FIELD

Nobody owns this market, which is unusual and good.

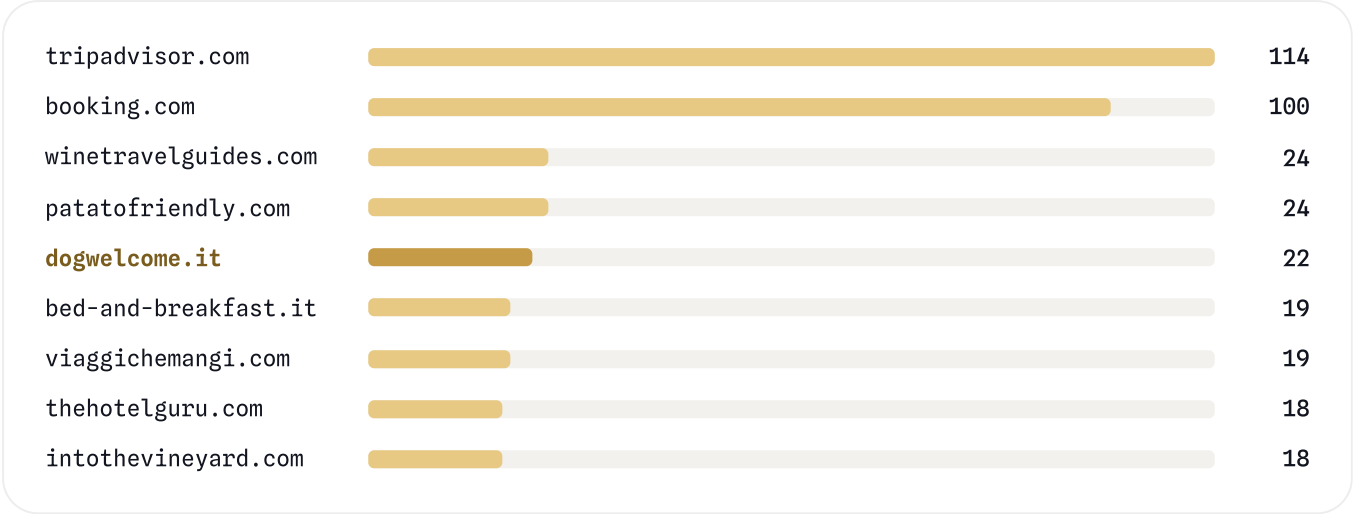


Across the 96 regional answers we counted 118 distinct properties being named. The most recommended of them, Relais San Maurizio, appears in 19, which is under a fifth. In most markets one or two names dominate and the work is displacing an incumbent. Here there is no incumbent.

A field that fragmented means appearing at all is achievable rather than aspirational, and that a six room guest house is not structurally excluded from it. The names already appearing are not large hotels, they are places like yours.

05 • WHERE THE FACTS COME FROM

The sources these engines read for your region, and why that list is good news.



Look at what sits below the two big ones. After TripAdvisor and Booking, this market is answered from Italian wine travel writing and from specialist directories. That is a completely different list from a city hotel market, where the next names would be Expedia and the big aggregators, and it is a list a small independent property can realistically get onto.

One of them should be uncomfortable reading. dogwelcome.it was cited 22 times in answers about this region. You allow dogs. The question “dog friendly bed and breakfast in the Langhe” named you zero times in three languages.

06 • WHAT WE WOULD DO ABOUT IT

Four moves, in the order the evidence puts them.

- 1

Attach your qualities to your name, where a machine can read them

Everything in the grid above is a fact you already have and nobody has written down in a form these systems can use. This is not marketing copy, it is a short list of specific structured statements about a hot tub, a dog policy, step free access, family rooms, outdoor space and parking, published where they will be read.

Evidence: eight attribute questions, three languages each, zero appearances.
- 2

Get onto the specialist directories these engines actually cite

The source list above is the map, and it is short enough to work through by hand. The pet friendly directory alone is cited 22 times in a region where you allow dogs and your competitors are being recommended for it.

Evidence: 3 000 citations recorded, with Italian wine and specialist directories immediately behind TripAdvisor and Booking.

3

Make the region, not the village, your address

You are findable by a village name that almost nobody types and absent from the words everyone does type, which are Barbaresco, Alba, Neive and the Langhe. Your own description needs to say where you are in terms a visitor uses before they know the area.

Evidence: the village by name names you 6 of 12 times, and every regional question names you 0 of 96.

4

Measure the same questions again, on a schedule

This is one day. The same sixty questions repeated turn it into a line, which is the only way to tell whether a change worked or the engines simply had a different week.

Evidence: every figure here is reproducible from a stored answer dated 30 September 2026.

07 · WHAT THIS CANNOT TELL YOU

The honest limits.

Three of these we could close in an hour with you in the room, and two we cannot close at all, so they are written here rather than left at the back.

We do not know who actually stays with you

We wrote these questions from the outside, as a stranger reading your listing. We do not know whether your rooms fill with Italians from Turin and Milan on a weekend, Germans and Swiss on a week in the hills, Americans doing a wine tour, or walkers and cyclists. Each of those asks in a different language, in different words, in a different month, and would change most of these twenty questions.

We have no idea what a booking is worth to you

There is no revenue figure anywhere in this report, because we do not know your rate, your occupancy or your average stay, and we will not invent any of them. With those three numbers the zeroes above become money in about ten minutes.

Two of the six engines are missing

Google AI Overviews cannot be queried and DeepSeek only searches inside its own app, so both have to be run by hand and appear in no figure here. We would rather show you four measured properly than six measured loosely.

Your own reviews are unread

You have 121 reviews averaging 9.4 and we have not read one of them. Your guests have already written down why they chose you and what they noticed, which is usually the fastest route to the words that should be attached to your name.

And the one that matters most: we asked short questions, and your guests write paragraphs

We kept the twenty questions short because short questions can be compared across three languages, but that is a convenience for us rather than a description of how people search. Someone planning a few days in the Langhe writes several sentences at once, and every sentence adds a condition they either find stated somewhere or quietly drop you over. These three are the shape of a real request, and the tags underneath show what each one is asking for and whether anything you publish answers it.

WHAT WE ASKED • DOG FRIENDLY BED AND BREAKFAST IN THE LANGHE

“We’re driving down for five days in October for the truffle season, two of us and the dog, and we’d rather have somewhere small and family run than a hotel. Somewhere to sit outside in the evening with a glass, and close enough to Barbaresco and Alba to do the cellars.”

WHAT IT IS ASKING FOR, AND WHETHER YOU ANSWER IT ANYWHERE A MACHINE READS

Castagnole delle Lanze

dog welcome

small and family run

outdoor seating

near Barbaresco and Alba

October, truffle season

WHAT WE ASKED • WHEELCHAIR ACCESSIBLE ACCOMMODATION IN THE LANGHE

“Looking for a base in the Langhe for a week in June with my parents. My mother uses a walking frame, so we need step free access, and ideally a room where the four of us can have breakfast together. Around a hundred and twenty euros a night.”

WHAT IT IS ASKING FOR

Castagnole delle Lanze

step free access

family room

breakfast included

a nightly rate

WHAT WE ASKED • SMALL B&B NEAR BARBARESCO WITH A HOT TUB

“My wife and I want two quiet nights in the wine country for our anniversary. Somewhere with a hot tub or a view over the vines rather than a big hotel, and within walking or a short drive of somewhere good to eat.”

WHAT IT IS ASKING FOR

Castagnole delle Lanze

open air hot tub

a view over the vines

quiet, for a couple

near somewhere to eat

One gold tag in each, and it is always the same one. The only thing these systems can connect to you is the name of your village, which is the one thing nobody in those three paragraphs would ever type. Every other tag is something you genuinely have and nothing states. That is why a longer and more realistic question would score you worse than this report already does, and it is the strongest argument we can make for doing the work. We would rather you heard it as a limit of our own measurement than as a sales line.

And it is why the conversation comes before the next measurement. Once we know who actually books you and in what month, the right test is twenty paragraphs like those rather than twenty short questions, written for your guests instead of for a stranger reading your listing.

Nothing here asks you to buy anything, and the finding is yours either way.

If it is useful, the next hour is a conversation rather than a proposal: who actually books you, what a night is worth, and which of these twenty questions you would replace with better ones. That is what turns twenty questions on one Tuesday into something worth acting on.

And whoever helps with your marketing, one question is worth putting to them first, which is what these four systems said about you last Tuesday and what they say this Tuesday. If nobody can answer that, nobody is measuring it.

How this was measured.

Twenty questions, ten about the region and ten describing specific things you offer, each asked in Italian, English and French, phrased as a native speaker would type rather than translated. Asked on 30 September 2026.

Four engines through their own grounded search interfaces. 240 calls, of which 209 returned sources and were kept.

An answer citing nothing was discarded rather than counted as an answer naming nobody. Nineteen were discarded and twelve calls failed, all twelve on one engine hitting its rate limit.

How a mention was counted. A mention was counted when an answer contains your name. That is reliable for one distinctive name and it is not a way to rank a market, so this report contains no league table.

No location was given to any engine, so an Italian question measures an Italian question asked from an unspecified place.

Facts about your property were read on 30 September 2026 from your Booking listing: six rooms, twelve beds, the open air bath and hot tub, pets allowed, accessibility for reduced mobility, family rooms, garden and sun terrace. If any of that is wrong, the grid above is wrong with it, and that is the first thing to correct.

Three ways to get named.

We ask the engines about you every week. We fix what makes them skip you.
Each step up does a little more.

Presence

For one small hotel.

- We check if AI names you, every week.
- We fix what makes AI skip you.
- You get one page each month that shows how it went.
- You have one person you can call.

Direct Demand

MOST CHOSEN

For hotels guests travel to see.

- Everything in Presence.
- AI learns about you in Italian, English and French.
- We get you talked about on the sites AI reads.
- More guests book with you directly.

Signature

For luxury hotels and small groups.

- Everything in Direct Demand.
- A senior expert leads your work.
- We do more each month to get you named.
- We meet your owners every three months.

ALSO, WHEN YOU NEED IT

Once AI names you, we can help with four more things.

Branding

Your hotel looks and sounds the same everywhere.

Social media

We write posts that use the words guests search for.

First in Google Maps

Your hotel shows up at the top of the map, with the right photos and hours.

Workflow automation

Jobs you do by hand each week get done for you, like answering reviews fast.

Want to talk it through? We start with one hour.

Talk to us · [y8y.ai](#)