

AI AGENTS & YOUR BUSINESS

Your yachts are world-class. AI hasn't noticed yet.

We asked ChatGPT, Gemini, Claude and Perplexity the questions your US clients ask about luxury yachting in Greece. Here is what they said, why, and how Boat.gr can become the name AI recommends, and the first one its agents can query directly.



3 / 84

AI answers that named Boat.gr, all of them on one question (yacht weddings)

0 / 12

questions where your site is in the top 10 results AI agents see when they search

121

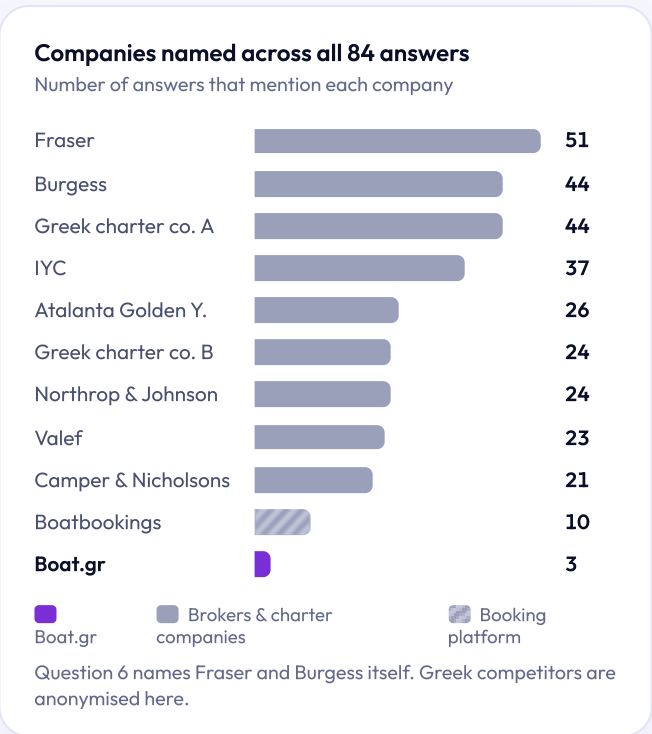
yachts on your website. Your AI summary file lists 50, and your sitemaps don't load

WHAT AI SAYS ABOUT YOU TODAY

When clients ask AI about luxury yachting in Greece, Boat.gr is almost never named.

Twelve questions a US client would ask, never mentioning Boat.gr: the best luxury charter companies, a crewed superyacht, a week in the Cyclades for 10, prices, day charters, weddings, corporate events, buying a yacht, management and transport, concierge. The full list is on the next page.

AI ASSISTANT	NAMED YOU	NAMED YOU FIRST
ChatGPT (GPT-6.1) · memory	0 / 12	0
ChatGPT · web search	1 / 12	1
Gemini 4 · memory	0 / 12	0
Gemini 4 · web search	1 / 12	1
Claude (Sonnet 5.5) · memory	0 / 12	0
Claude · web search	1 / 12	0
Perplexity · web search	0 / 12	0



0 / 36
answers from memory named you. The models' own knowledge doesn't include Boat.gr, so you appear only when they search the web.

Weddings only
All 3 mentions came from one question, yacht weddings, where your Yacht Weddings page was found. Superyachts, sales, management: 0.

3 / 7 brand answers
Asked "Is Boat.gr a good company...?", 3 of 7 answers described you as a boat marketplace or rental platform, not a luxury brokerage.

IN AI'S OWN WORDS

“
Boat.gr is mainly a Greek online marketplace for buying, selling and listing boats.
Claude Sonnet 5.5 · with web search · asked if Boat.gr is good for a luxury charter

“
...generally better suited for standard boat rentals, bareboat charters, and mid-range catamarans.
Gemini 4 · from memory · same question

“
A useful starting point if you want the yacht and wedding arrangements handled together.
ChatGPT (GPT-6.1) · with web search · asked about yacht weddings in Greece

THE TEST, IN FULL

Every question we asked, and what came back.

Based on real Google searches in the US and on your own services. Questions 1–12 never mention Boat.gr. “AI answers” counts 7 runs per question; “Agent search” shows whether boat.gr is in the top 10 results an AI agent gets when it searches the web.

#	QUESTION	INTENT	SOURCE	AI ANSWERS	AGENT SEARCH
1	What are the best luxury yacht charter companies in Greece?	Discovery	Google (US): “luxury yacht charter greece”, “yachts for charter in greece”	named 0 / 7	not in top 10
2	Who should I contact to charter a fully crewed superyacht in Greece for a week next summer?	Discovery	Google (US): “superyacht rental greece”, “fully crewed yacht charter greece”, “mega yacht charter greece”	named 0 / 7	not in top 10
3	We are 10 guests and want a crewed motor yacht from Athens to the Cyclades for 7 days in July. Which charter companies or brokers do you recommend?	Specific	Google (US): “private yacht charter athens”, “luxury yacht charter greece with crew”	named 0 / 7	not in top 10
4	How much does it cost to charter a luxury crewed yacht in Greece per week, and which companies offer good value?	Price	Google (US): “private yacht charter greece prices”, “how much does it cost to charter a yacht in greece”	named 0 / 7	not in top 10
5	Where can I book a private yacht day charter from Athens with a crew?	Specific	Google (US): “yacht hire athens”, “yacht rentals athens greece” · Your site: Day Charter	named 0 / 7	not in top 10
6	Is it better to book a superyacht in Greece through a big international broker like Fraser or Burgess, or through a local Greek broker? Which local Greek brokers are reputable?	Compare	Google (US): “yacht charter broker greece”, “yacht brokers athens greece”	named 0 / 7	not in top 10
7	I’ve never chartered a yacht before. Which yacht charter company in Greece would you trust for a first luxury charter with my family?	Beginner / trust	Google (US): “renting a yacht in greece”, “crewed yacht charter greece”	named 0 / 7	not in top 10
8	Which companies organize weddings on a yacht in Greece?	Specific	Google (US): “boat wedding greece”, “yacht wedding cost” · Your site: Yacht Weddings	named 3 / 7 · first in 2	not in top 10
9	Which companies in Athens can organize a corporate event or private party on a luxury yacht?	Specific	Your site: Corporate Events, Private & Corporate Events	named 0 / 7	not in top 10
10	I want to buy a motor yacht in Greece. Which yacht brokers in Athens do you recommend?	Specific	Google (US): “yacht brokerage greece”, “yacht sale greece”, “yacht brokers athens greece”	named 0 / 7	not in top 10
11	Which companies offer yacht management and worldwide yacht transport services from Greece?	Specific	Your site: Yacht Management, Worldwide Yacht Transport	named 0 / 7	not in top 10
12	Is there a luxury yachting company in Greece that also offers a 24/7 concierge, luxury transfers and villas together with a yacht charter?	New offering	Your site: Lifestyle & Customized Experiences, Luxury Transfers, Iconic Villas	named 0 / 7	not in top 10
13	Is Boat.gr a good company for a luxury yacht charter in Greece?	Brand	Brand check: 3 of 7 call you a marketplace or rental platform. With web search, ChatGPT, Gemini and Perplexity describe you correctly but find few independent reviews		
14	What do you know about Boat.gr and the Continental Maritime group? What services do they offer and where are they based?	Brand	Brand check: with web search, all 4 get Glyfada and the group right. From memory, none do: Gemini says Piraeus / Alimos		

GPT-6.1, Gemini 4 and Claude Sonnet 5.5, each from memory and with web search, plus Perplexity Sonar Pro. One run per question via the models’ APIs, 16 October 2026. Questions 13–14 are not counted in the totals.

SEARCH IS SPLITTING IN TWO

Good for Google is no longer enough. You need SEO and GEO.

For 25 years the goal was to rank on Google. Now a growing share of clients ask an AI assistant instead, and get one answer with a few names in it. Being one of those names, with the right facts, is called GEO: Generative Engine Optimization.

SEO Search Engine Optimization

Goal: rank high on Google, so people click to your site.

Works with: pages, keywords, links, a sitemap, page speed.

Result: a list of 10 links. The client compares and chooses.

GEO Generative Engine Optimization

Goal: be named, correctly, inside the AI's answer.

Works with: clear facts machines can read, consistent information across the web, structured data, a summary file for AI (llms.txt).

Result: one answer with 3–5 names. If you're not in it, you're not considered.

WHY AI BARELY KNOWS BOAT.GR

! **Few independent voices.** With web search, ChatGPT, Gemini and Perplexity each said they found few or no independent reviews of Boat.gr.

! **A door that's sometimes shut.** A security check blocks some visitors and agents, and your sitemaps don't load, so crawlers see only part of the site.

! **A name that sounds like a marketplace.** Without facts to go on, AI guesses from "boat" + ".gr" and files you next to classifieds sites.

! **Your own summary is half-written.** Your llms.txt lists 50 of your 121 yachts and none of the services AI was asked about.

The risk isn't only being left out. When AI can't find your facts, it fills the gap with a guess. For Boat.gr, the guess is "a boat marketplace".

A REAL EXAMPLE: WHERE IS BOAT.GR?

YOUR STRUCTURED DATA

51B Poseidonos Ave

The business address your site gives machines, on the home and yacht pages

YOUR FOOTER & POP-UP

9A El. Venizelou

The new address you show visitors

GEMINI, FROM MEMORY

"Piraeus / Alimos"

Neither of them

With web search, Gemini settled the conflict on its own: "Continental Maritime S.A. maintains its main offices on Poseidonos Avenue... Boat.gr operates out of offices on Eleftheriou Venizelou Street." Worth confirming which is right. With GEO, AI repeats one set of facts, and it's yours.

AND ONE YACHT: M/Y CHRISTINA O

PAGE DATA (FOR MACHINES)

34 guests · 14 kn

What agents read in the structured data

PAGE TEXT (FOR PEOPLE)

36 guests · 15 kn

"capable of accommodating 36 guests", "cruises at 15 knots"

PRICE IN THE DATA

€700,000

No "per week", marked "in stock", "new condition"

THE MARKET, IN NUMBERS

Your clients already plan with AI. Soon their agents will book.

WORLDWIDE

900M

people use ChatGPT every week
OpenAI, Feb 2026

1B+

people use the Gemini app every month
Google, Aug 2026

\$190–385B

US online spending by AI agents by 2030 (10–20% of e-commerce)
Morgan Stanley forecast

UNITED STATES · THE MARKET WE TESTED

74%

of US travellers have used AI to plan a trip
Amadeus, Aug 2026

20%

would let AI spend money for them within a budget. Trust is the next step
Amadeus, Aug 2026

US first

Google's agent shopping (Universal Cart, AI Mode booking) launches in the US first
Google I/O 2026

EUROPE & GREECE

52%

of UK travellers use AI to plan holidays, up from 40% a year ago
MMGY, Jun 2026

81% · 15%

ChatGPT's and Gemini's share of AI-assistant traffic to websites in Greece
StatCounter, Sep 2026

95%

of searches in Greece still run on Google. Both channels matter
StatCounter, Sep 2026

HOW AGENT BOOKING WORKS TODAY

1 · Client asks

"A crewed motor yacht for 10, Athens to the Cyclades, one week in July."



2 · Agent finds & checks

Searches the companies it can query, compares yachts, guests, rates and availability.



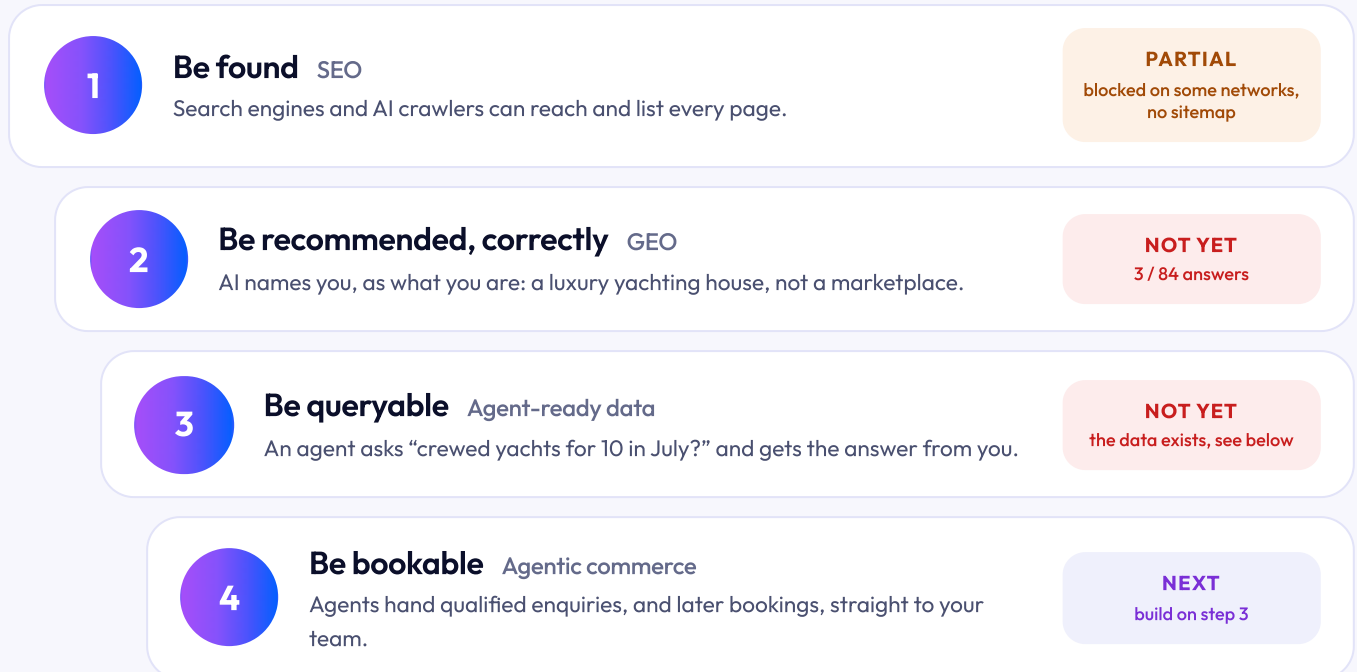
3 · Hand-off

Sends the client to the company to enquire or book. This is how Expedia and Booking.com work inside ChatGPT today.

The big platforms are building the rails: OpenAI's Agentic Commerce Protocol, Google's Universal Commerce Protocol and Agent Payments Protocol. In luxury yachting, the hand-off is an enquiry to a broker, and the agent decides which brokers get it. **We haven't found a Greek luxury yachting company with its own direct channel to AI agents yet.**

THE AGENT-READY LADDER

Four steps. The first two are quick wins.



A security check turns some visitors away HIGH From our network, every page, even robots.txt, returned a Cloudflare challenge (HTTP 403) to browsers and AI bots alike. From a US network the site loaded normally.	No working sitemap HIGH /sitemap.xml, /sitemap_index.xml, /wp-sitemap.xml and /product-sitemap.xml all redirect to the home page. Your llms.txt points to one of them.
Facts that disagree HIGH Two business addresses. M/Y Christina O: 34 guests and 14 knots in the page data, 36 guests and 15 knots in the text, and a €700,000 price with no “per week”. M/Y Alibaba’s description is about another yacht, Le Chiffre.	AI summary file is incomplete MEDIUM llms.txt lists 50 of 121 yachts. The EastMed Yacht Show entry is described with a sentence about ancient Greek theatre.

THE GOOD NEWS

Your content is already agent-grade. It just isn’t reaching AI.

Your pages are plain HTML, and your site already publishes **121 yachts** and **44 service and destination pages**, with **9–12 machine-readable specs** on each yacht page: guests, cabins, crew, length, builder, year, destination. That is exactly what agents need. The pilot cleans it up and connects it to them.

Source: your public WordPress feed (/wp-json/wp/v2/product, /pages), 16 Oct 2026. Worth confirming it is meant to be public.

WHAT WE CHECKED ON BOAT.GR

The technical check, line by line.

2 pass

7 partial

2 fail

1 note

CHECK	RESULT	WHAT WE FOUND	WHY IT MATTERS FOR AGENTS
AI crawler access	Partial	From our network (Cloudflare Athens), all URLs incl. /robots.txt → 403 cf-mitigated: challenge for Chrome, GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot, ChatGPT-User and Googlebot. From a US network: 200. robots.txt has no AI-bot rules.	Agents fetching from a challenged network get an empty “Just a moment...” page.
Sitemap	Fail	/sitemap.xml, /sitemap_index.xml, /wp-sitemap.xml, /product-sitemap.xml → redirect to /. robots.txt has no Sitemap: line.	Crawlers get no list of your 121 yachts and 44 pages.
Content without JavaScript	Pass	Home, yacht and category pages are server-rendered WordPress. Full yacht descriptions are in the raw HTML.	Agents can read everything they reach.
Canonical tags	Pass	Present on 3 of 3 pages checked (home, yacht, charter category).	Agents know which URL is the original.
llms.txt summary for AI	Partial	Present (auto-generated, 118 KB): 50 of 121 yachts, links to the broken sitemap, EastMed Yacht Show description is unrelated text. No services summary.	AI's shortcut to who you are is incomplete and partly wrong.
Structured data	Partial	Yacht pages: Product + Offer with 9–12 specs (2 yachts checked). Home page typed as Article, no LocalBusiness / TravelAgency. Address in the data: 51B Poseidonos Ave.	Agents understand the yachts, not the company.
Consistent facts	Fail	Two addresses (data vs footer). Christina O: 34 vs 36 guests, 14 vs 15 knots; price 700000 EUR, no unit, InStock, NewCondition. M/Y AliBaba's description: “Motor yacht Le Chiffre has...”.	AI repeats whichever version it finds, or invents a third.
Contact details readable	Partial	Footer shows info@boat.gr but links to mailto:youremail@site.com (3 of 3 pages checked). Phone readable on the charter page.	An agent passing on your email may pass on the wrong one.
Meta descriptions	Partial	Present on home and yacht pages. Charter category starts with a raw code: [rev_slider alias="indian-ocean-1"].	This text is what AI and search show as your summary.
Enquiry for agents	Partial	Enquiry form on yacht pages, protected by reCAPTCHA. No availability, dates or rates an agent can query.	An agent can point to you, but can't check or pass on a request.
Fresh, clean content	Partial	Latest news post: January 2024. /covid-19-update/ still published. 8 of 29 home-page images without alt text.	Old pages tell AI the site isn't maintained.
Public data feed	Note	/wp-json/wp/v2/product returns all 121 yachts; /pages returns 44 pages.	Great raw material for agents. Confirm it is meant to be public.

Public pages only, fetched 16 October 2026 from two networks (Israel and the US). No access to your CMS, Cloudflare settings, analytics or Search Console.

PROPOSED PILOT

Start with a quick win. Then open your own door to AI agents.

A

≈ 4 WEEKS

Be found and recommended correctly

Steps 1–2 of the ladder · SEO + GEO

- “What AI says about Boat.gr” baseline report (ChatGPT, Gemini, Claude, Perplexity)
- With your team: let AI assistants through the security check, and a working sitemap
- One set of facts: address, yacht specs matching the text, prices with “per week”
- Company data for machines, and an llms.txt with all 121 yachts and your services
- Your story told consistently beyond your site: profiles, directories, reviews
- Repeat measurement after 30 days

Success looks like: named on superyacht and luxury charter questions, not just weddings, and described as a luxury yachting house, not a marketplace.

B

≈ 3–5 WEEKS

Boat.gr’s direct channel to AI agents

Step 3 of the ladder, ready for step 4

- A Boat.gr connector (MCP) that ChatGPT, Claude and other agents can query
- Search your yachts by guests, length, destination and budget, in your own words
- Every result ends with a ready-made enquiry to your team: dates, guests, wishes
- Events, weddings and yachts for sale in the same channel
- Tracking of enquiries that come from AI agents

Success looks like: an assistant asked for “a crewed yacht for 10 from Athens in July” shows your yachts and sends a qualified enquiry straight to you.

What we’ll need from you

A contact on your web team (or access to WordPress) and whoever manages Cloudflare, for phase A. For phase B: where rates and availability live today, if anywhere beyond the website. We don’t take bookings or payments; enquiries go to your team exactly as they do now.

Five fixes your team can make this week, before any pilot

1· Footer email link: change `mailto:youremail@site.com` to `info@boat.gr`. 2· Remove `[rev_slider alias="indian-ocean-1"]` from the charter category description. 3· Fix the M/Y AliBaba description (it describes Le Chiffre). 4· Rewrite the EastMed Yacht Show summary. 5· Unpublish `/covid-19-update/`. Small things, but each one is a wrong fact an AI can repeat.

Let’s make Boat.gr the name AI recommends for yachting in Greece.

Next step: a 30-minute call with your team to confirm the findings and agree on the pilot scope.