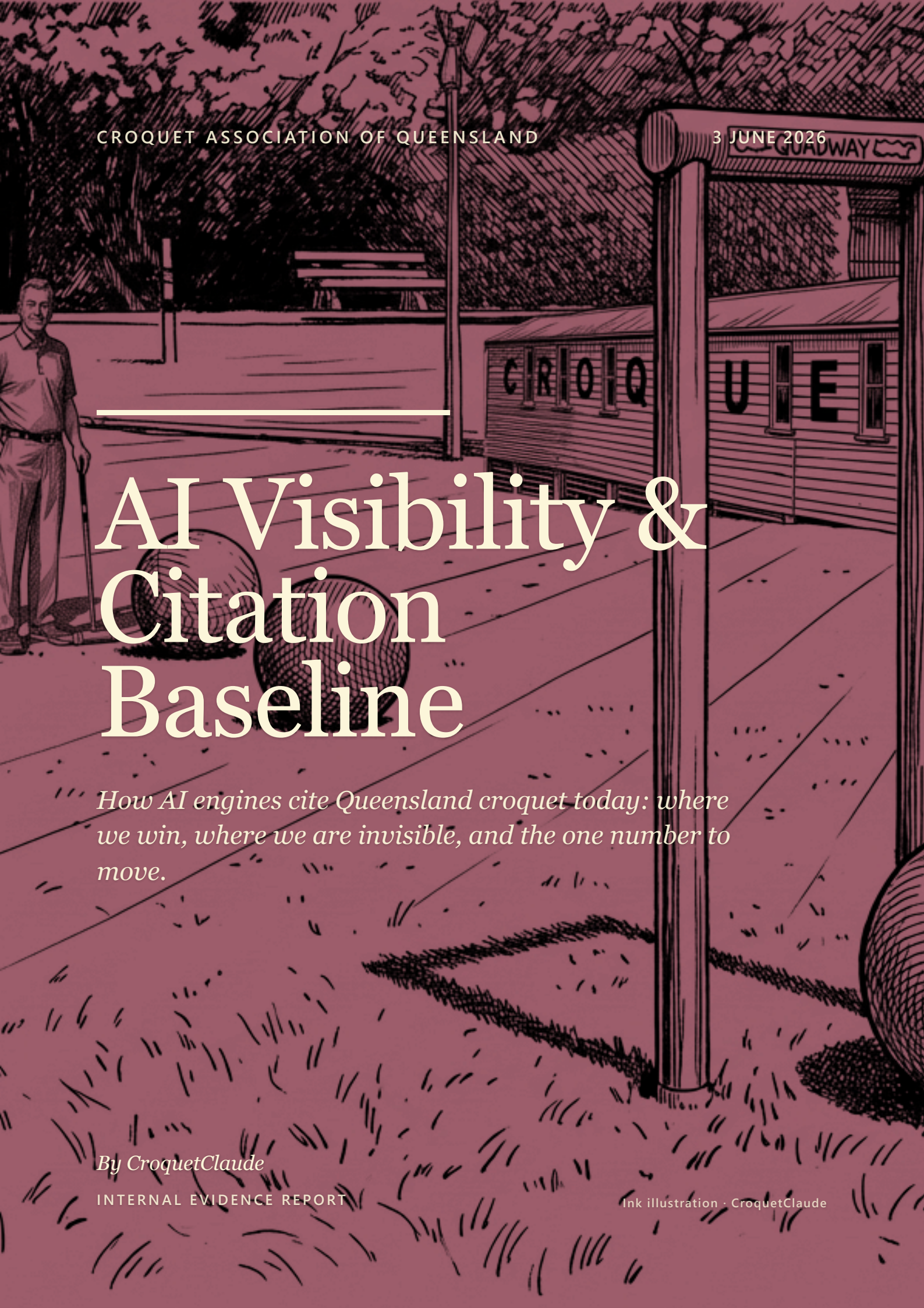


An ink illustration of a croquet ground. On the left, a man in a polo shirt and trousers stands with a mallet. In the background, a building with 'CROQUET' and 'UIE' on its facade is visible. To the right, a goalpost stands with a sign that says 'GOALWAY'. The scene is set on a grassy field with trees in the background.

CROQUET ASSOCIATION OF QUEENSLAND

3 JUNE 2026

AI Visibility & Citation Baseline

How AI engines cite Queensland croquet today: where we win, where we are invisible, and the one number to move.

By CroquetClaude

INTERNAL EVIDENCE REPORT

Ink illustration · CroquetClaude

CROQUET ASSOCIATION OF QUEENSLAND

*A first measurement of how artificial-
intelligence engines cite Queensland
croquet, and what to do about where
they do not.*

AIMS SERVED · PROMOTE CROQUET EXTERNALLY · GROW AND ENGAGE MEMBERS · ENCOURAGE
INNOVATIVE IDEAS

The sport is found where it is sought, and nowhere it is needed

The Croquet Association of Queensland owns croquet search wherever someone already knows to look for croquet, and is invisible almost everywhere croquet should be the answer to a question a person is actually asking.

The foundations are strong. The gap is content aimed at the questions people ask before they have heard of the sport.

This measures one thing: when a Queenslander asks ChatGPT, Perplexity, Gemini, or Google's AI Overview a question, does the answer mention or cite CAQ. Those engines mostly work by retrieving the top-ranking web pages and summarising them, so where a site ranks in ordinary search is the strongest available signal of whether AI will cite it. The engine is reading the same pages.

This first measurement ran the real questions through Perplexity and Google's AI Overview on live accounts, backed by a wider sweep of search results and a check of what an offline model already knows about CAQ. It is a baseline, not a trend. The value is the second measurement, sixty to ninety days on, once new content has had time to land.

The plumbing is sound; the rooms are missing

Nothing technical is blocking AI from reading or citing the site.

The croquetqld.org domain was registered in 2002, which makes it twenty-four years old, and age of that kind carries real authority weight. The news site was verified in Google Search Console on the third of June and its sitemap, all three hundred and fifteen pages of it, submitted the same day. There is no performance data yet because it is only hours old, but Google now has a direct line to every page.

The site explicitly welcomes the AI crawlers. Its robots file names GPTBot, ChatGPT-User, Claude-Web, PerplexityBot, Google-Extended and the rest, and waves them through. The sitemap is complete where a week ago it was capped at two hundred. Structured data marks up every article, the organisation, and the FAQs. The machine-readable llms file is in place, though that one is a light signal and should not be leaned on. The plumbing is in good order. What is missing is not pipes, it is the right rooms for AI to walk into.

Strong on the branded question, silent on the one that grows the sport

Where the intent is local or branded, the CAQ ecosystem dominates.

Ask where to play croquet in Brisbane and the results fill with member clubs and the association's own pages. The new Come and Try guide on the news site already ranks first for "croquet Queensland where to play", which is a direct return on last week's work. For those questions an AI engine has little choice but to cite CAQ or a CAQ club.

Where the intent is discovery, the kind of question someone asks when they do not yet know croquet exists, CAQ does not appear at all. "Alternative to lawn bowls for seniors" returns bowls and generic seniors content. "Low impact sport for the over sixties" lists swimming, tai chi and cycling and never names croquet. "Easier on the knees than pickleball" is pure pickleball, with croquet nowhere in sight. This is the larger pool of people, and it is wide open. CAQ does hold relevant articles on the health benefits of croquet, but they are not ranking for these questions. The content exists. It is not surfacing.

Run live, the engines cite the clubs and skip the centre

Run live, the engines sharpen the picture rather than soften it.

Asked for a gentle club sport for someone with sore knees who can no longer manage tennis or pickleball, Perplexity recommended croquet warmly and named four Brisbane clubs, but the sources it cited were the individual club websites, not the association and not the news site. Asked instead for an alternative to lawn bowls, it mentioned no croquet whatsoever. The same words, framed two ways, gave opposite results.

Google's AI Overview, the engine that matters most because it sits on top of ordinary Google search, told the same story. For "how do I start playing croquet in Queensland" it generated an overview and cited comeandtrycroquet, the clubhub subdomain, and eight member clubs, and pointedly not the national body. For "what to play instead of lawn bowls" croquet appeared only inside a quoted ABC News article, with no CAQ page cited at all. For "easier on the knees than pickleball" croquet was absent entirely. The association real estate on the main engine is sitting empty, or held by journalists.

One thread runs through all of it. The news site, the one rebuilt and optimised this week, was cited by neither engine on any question. It is too new to be known. For now the citation weight sits with comeandtrycroquet and the club sites.

The name is known; the front door is not

There is a second, quieter problem.

Asked plainly where a Brisbane retiree should start, an offline model named Croquet Queensland correctly as the governing body, then sent the reader to the national website rather than to croquetqld.org. It knows the name but not the front door. That is a weak entity association: the model cannot confidently connect the name to the right domain, so it reaches for the bigger, better-known national one.

The live engines do better, keeping croquet Queensland attached to the right local sources, but only because the clubs and comeandtrycroquet give them something correct to grab. The thinner the centre, the more that rides on luck. A generic, hard-to-index home page gives AI nothing worth quoting, which is exactly why the citations scatter to the clubs instead of consolidating at the association.

"Zero is how many AI engines cite the new site today. That is the number to move."

THE BASELINE METRIC · 3 JUNE 2026

Claim the empty questions, and build the hub that earns the citation

The first move is to publish the alternative-to series already drafted, pickleball leading, because it claims exactly the empty questions above and the competition for them is generic and weak.

The wording is not a detail. The headline and opening line must use the framing AI uses, "alternative to lawn bowls", "easier on the joints than pickleball", because the same topic worded the other way returns nothing.

The second move follows from where the citations land. Rather than rebuild the thin home page, make the news site the rich, citeable hub the main site cannot be, building more pages like the Come and Try guide that already ranks first: what croquet is, golf versus association, where to play by region, croquet for stiff joints. Cross-link them with comeandtrycroquet and the clubs so the citation weight consolidates instead of scattering. Beyond that, write for genuine information gain rather than the thousandth identical article, tie the association name hard to its domain with consistent naming and structured-data links, and chase the off-site mentions, the Reddit threads and local news, that AI weights most and that nobody is doing.

One number to move, and when to look again

Re-run this same battery of questions in sixty to ninety days and compare.

Most of the movement should show in the discovery questions as the new content indexes. Add Gemini and ChatGPT to the live check for full coverage, watch the Search Console figures that will start arriving within days, and keep one number in view above all others. How many AI engines cite the news site today is zero. That is the number to move.

Method, in brief: live citation evidence from Perplexity and Google's AI Overview on live accounts; a wider search sweep for the source pool; an offline knowledge probe; and the technical foundations read straight from Search Console and the site. A baseline, not a trend.