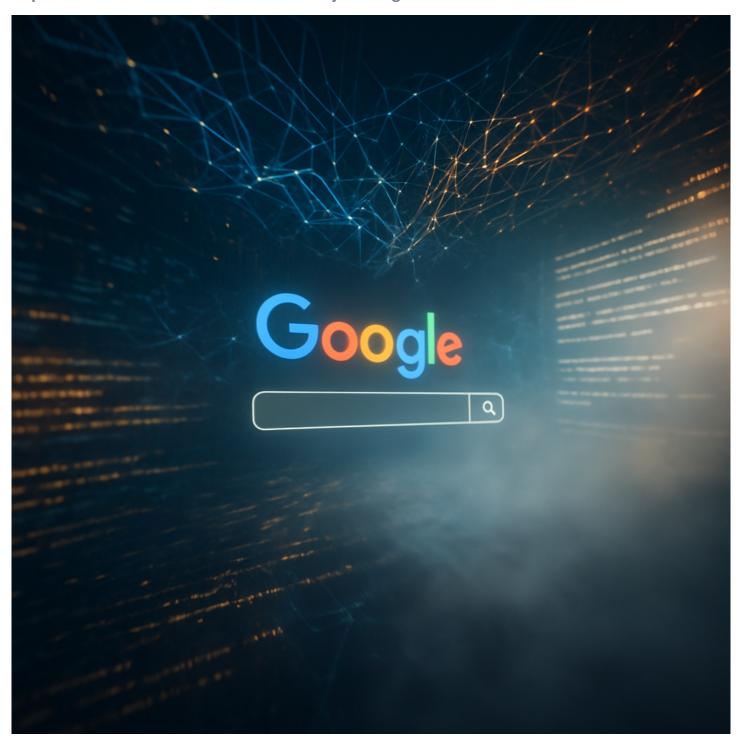
Vista by Lara Launches Crawl-Truth™ AI to Protect Brands from Google's New AI-Gen Filters and Hidden Visibility Bans

As Google's Al-Gen updates silently reshape search, Vista by Lara—led by Noble Business Winner 2025 and Google-Certified Innovator Lara Eros Farbactian—launches Crawl-Truth Al to protect brands and restore real visibility this high season.



Dubai, United Arab Emirates Nov 12, 2025 (<u>Issuewire.com</u>) - *Vista by Lara*, the Dubai-based Al innovation studio led by **Noble Business Winner 2025** and **Google-Certified Innovator Lara Eros Farbactian**, announces the launch of **Crawl-Truth™ Al**—a next-generation visibility intelligence

system that protects brands from Google's evolving **Al-Gen filters** and silent search suppression.

When Visibility Disappears — Quietly

Google's new **Al-Gen mode** is rewriting search results in real time, replacing organic listings with Algenerated answers and quietly filtering pages labeled as *low-value* or *automated*.

Thousands of brands are losing traffic overnight without any warning or Search Console alert—a hidden penalty that *Vista by Lara* defines as "The Silent Ban."

The Solution — Crawl-Truth™ AI

Crawl-Truth™ Al audits, monitors, and restores brand visibility using a multilingual EN/AR data engine designed for both global and UAE markets.

It detects what Google's AI-Gen algorithms truly index, exposes hidden de-indexing, and generates a verified recovery roadmap.

Core Capabilities:

- Al Visibility Monitor Detects silent penalties, indexing loss, and crawl gaps before traffic collapses.
- **Press ROI Watch** Confirms which press releases are *actually visible* on Google, not just shared by link.
- Ad Cost Guard Reallocates paid budgets from low-return ads to high-ROI Al-optimized content.
- Workflow Coach GPT Automates content and SEO reporting for Shopify, e-commerce, and enterprise teams.

"The market is full of noise—brands are paying for exposure that search engines never index," says <u>Lara Eros Farbactian</u>, founder of *Vista by Lara*, *Noble Business Winner 2025 in Business Innovation*. "Crawl-TruthTM AI gives them back control, turning guesswork into verified performance data."

Why It Matters This High Season

The UAE's high-spending **Q4–Q1 season** is when companies invest the most in marketing—yet many are unknowingly promoting content that **Google's Al filters never display**. *Vista by Lara's Al suite* ensures that every dirham or dollar spent produces measurable visibility backed by live-search proof.

- For Dubai and Global Brands: Multilingual EN/AR optimization for international ranking.
- For Agencies and Marketers: All audits that validate true index status and flag risks before campaigns fail.
- For Executives: 48-hour audit reports revealing where content disappeared and precise recovery steps.

"Vista by Lara's AI tools have supported over 40 brands globally, improving content visibility by an average of 37 % across multiple industries"

Availability

Learn more about AI visibility restoration at: https://www.vistabylara.com/pages/ai-tools

Crawl-Truth™ AI and the Vista Cloud Suite are now available at

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