Prepared by Knownstone, a Hutcheson Labs company · November 1, 2026

AI Visibility Audit — SAMPLE

Sample report. This is an anonymized example run on a well-known sales CRM brand that is not a client and is not affiliated with us. Brand names are replaced with labels. Data is real output captured from AI engines on November 1, 2026; AI answers vary from run to run, so treat percentages as directional. AI-generated analysis may contain errors. No ranking or placement is guaranteed.

1. Summary

26
AI answers captured

5
AI engines

92%
Subject brand mention rate

8/26
answers citing subject-brand.com

Across 6 buyer-style questions, **Subject brand** was named in 92% of answers, behind **Competitor A** at 100%. The brand is consistently recommended, usually in the top two positions, but its own site is cited as a source in only 8 of 26 answers. Engines lean on the leading competitor's pages, video, Reddit threads and third-party review/listicle sites for evidence. The biggest opportunities are (1) earning citations on the third-party pages engines already trust, (2) giving engines quotable, answer-first pages for comparison and "best for" questions, and (3) closing gaps in Google AI Mode and AI Overviews, where the brand was absent from 1 in 6 answers.

2. Method

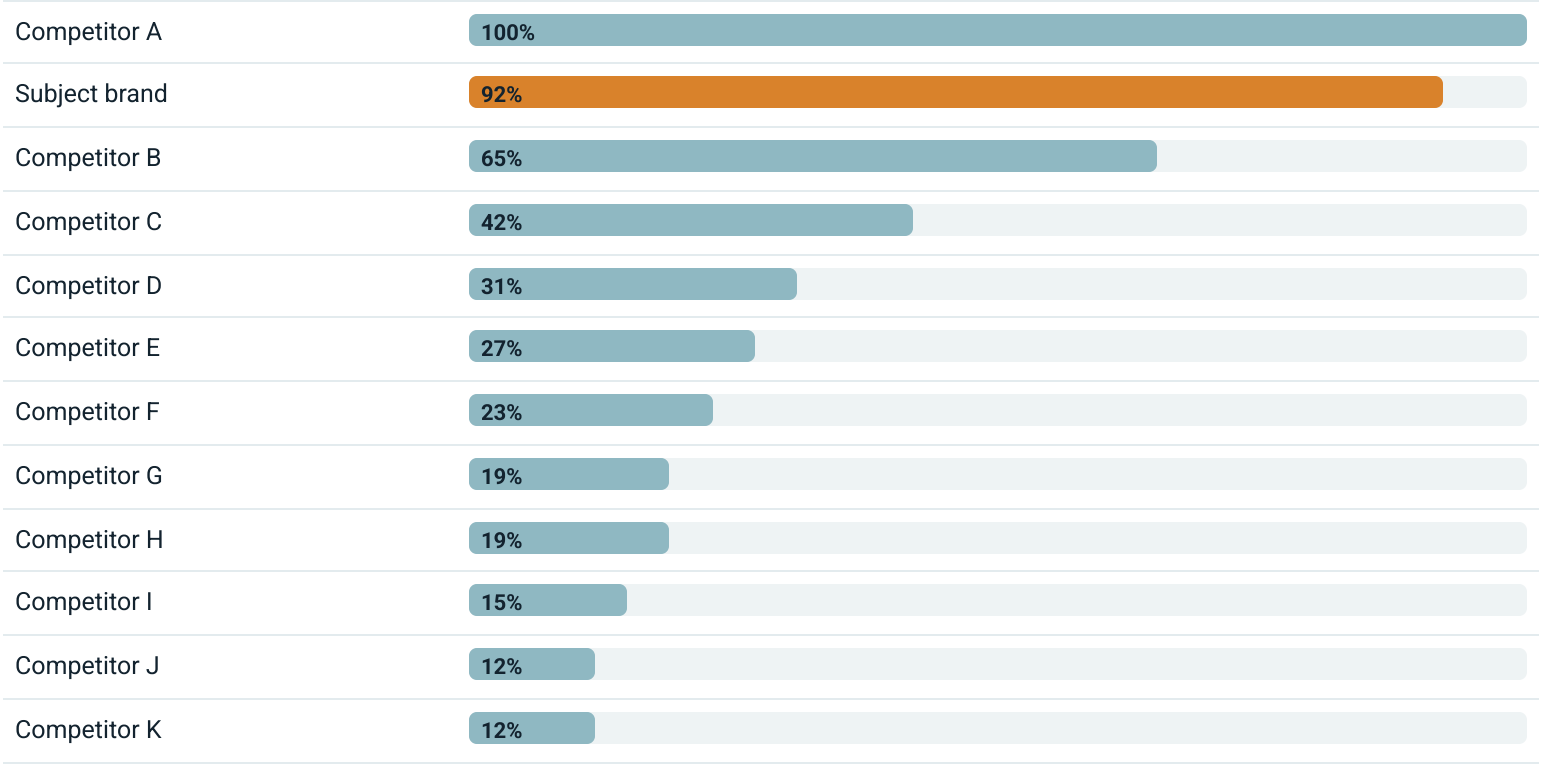
Questions were sent as fresh sessions (no login, US location where supported) to: ChatGPT, Claude, Gemini, Google AI Mode, Google AI Overview. Each answer's text was scanned for 14 tracked CRM brands (first-mention order = rank) and every cited link was recorded. One run per question per engine in this sample; paid checks are tailored to your business, with repeat runs. Claude has 2 answers in this sample because our test run hit a tool usage cap; Perplexity and Grok were not captured in this run (see notes).

#	Buyer question tested
1	What CRM do small marketing agencies use to manage clients and deals?
2	What is the easiest CRM for managing a sales pipeline?
3	Subject brand vs Competitor A: which CRM is better for a small business?
4	Which CRM should a 10-person sales team use to track leads and deals?
5	What is the best CRM for a small B2B sales team?
6	What is an affordable CRM for a B2B startup?

Google AI Overview queries were sent as shorter keyword versions of the same questions.

3. Mention rate by brand (all engines)

Brand	Share of answers naming the brand



4. By engine

Engine	Answers	Subject brand mention rate	Avg. position when named	Answers citing its site	Most-named brand
ChatGPT	6	100%	1.7	6	Subject brand (100%)
Claude	2	100%	1.0	0	Subject brand (100%)
Gemini	6	100%	1.8	0	Subject brand (100%)
Google AI Mode	6	83%	1.8	1	Competitor A (100%)
Google AI Overview	6	83%	1.6	1	Competitor A (100%)

5. Sources AI engines cited most

These domains supplied the evidence behind the answers. Getting accurately represented on the third-party ones is usually the highest-leverage off-site work.

Domain	Answers citing it	Type
competitor-a.com	12	Competitor (owned)
youtube.com	9	Video / community (UGC)
subject-brand.com	8	Subject brand (owned)
reddit.com	8	Video / community (UGC)
competitor-b.com	7	Competitor (owned)

competitor-f.com	5	Competitor (owned)
competitor-e.com	4	Competitor (owned)
kayako.com	4	Third-party review, listicle or blog
zapier.com	4	Third-party review, listicle or blog
gilzor.com	3	Third-party review, listicle or blog
competitor-c.com	2	Competitor (owned)
competitor-d.com	2	Competitor (owned)
blog.salesflare.com	2	Third-party review, listicle or blog
techradar.com	2	Third-party review, listicle or blog
dupple.com	2	Third-party review, listicle or blog

6. Site readiness check (owned site)

Check	Finding	Status
AI crawler access (robots.txt)	No blocks for GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot or Google-Extended; only API/preview paths disallowed. Sitemap declared.	Good
Structured data (homepage)	JSON-LD present: Organization, FAQPage (5 Q&As), DefinedTerm. No SoftwareApplication/Product schema with pricing and ratings found on the homepage.	Improve
llms.txt	Present (~9 KB, well-structured brand summary). Note: no major AI engine has confirmed using llms.txt; we treat it as low-cost, optional.	Present
Pricing page access	Returned HTTP 403 to our automated fetch. If AI crawlers see the same, engines may quote pricing from third-party pages instead.	Verify
Owned-page citations	Own site cited in a minority of answers; engines prefer the leading competitor's guides plus third-party listicles and Reddit.	Gap

7. Prioritized fixes (30/60/90 days)

When	Action	Why (evidence level)
30	Publish answer-first comparison and "best CRM for [team type]" pages with a 2-3 sentence direct answer at the top, a comparison table, current pricing, and dated sources.	Engines quote concise, specific passages; the GEO study (Aggarwal et al., 2023) found statistics, quotations and citations raised visibility up to ~40% in tests. (Moderate)
30	Make sure the pricing page is fetchable by AI crawlers and add SoftwareApplication/Offer schema matching visible prices.	Engines can only cite what they can fetch. Schema alone showed little citation lift in Ahrefs' 2026 test, so treat it as hygiene, not a lever. (Hygiene)
60	Get accurate, current coverage on the third-party pages engines cited above: correct pricing and features on review sites, outreach to listicle authors, helpful (disclosed) participation in relevant Reddit threads.	Ahrefs' 75K-brand study found branded web mentions correlated most with AI Overview visibility (0.664). Correlation, not proof. (Moderate)

60	Entity consistency: identical one-line description, category, pricing and founding facts across site, LinkedIn, Crunchbase, G2/Capterra and Wikidata.	Reduces contradictory facts engines may repeat. (Best practice)
90	Re-run the same prompt set; compare mention rate, position and owned-citation share against this baseline.	Engines re-crawl and update on their own schedules; measure, don't assume. (Measurement)

8. Answer-level detail

Engine	Question	Brands named, in order	Cited domains
ChatGPT	What CRM do small marketing agencies use to manage clients and deals?	Competitor A, Subject brand, Competitor I, Competitor B, Competitor E	competitor-a.com, subject-brand.com, competitor-i.com, competitor-b.com, competitor-e.com, productive.io, tasksession.com, onfolio.com
ChatGPT	What is the easiest CRM for managing a sales pipeline?	Competitor A, Subject brand, Competitor G, Competitor E, Competitor B	competitor-a.com, subject-brand.com, competitor-g.com, competitor-e.com, competitor-b.com
ChatGPT	Subject brand vs Competitor A: which CRM is better for a small business?	Subject brand, Competitor A	subject-brand.com, competitor-a.com
ChatGPT	Which CRM should a 10-person sales team use to track leads and deals?	Subject brand, Competitor A, Competitor B, Competitor C, Competitor D	subject-brand.com, competitor-a.com, competitor-b.com, competitor-c.com, competitor-d.com, spotsaas.com, gilzor.com, blog.salesflare.com
ChatGPT	What is the best CRM for a small B2B sales team?	Subject brand, Competitor A, Competitor B, Competitor J, Competitor C	subject-brand.com, competitor-a.com, competitor-b.com, competitor-j.com, competitor-c.com, gilzor.com, dupple.com, techradar.com
ChatGPT	What is an affordable CRM for a B2B startup?	Competitor A, Competitor B, Subject brand, Competitor C, Competitor F, Competitor D	competitor-a.com, competitor-b.com, subject-brand.com, competitor-f.com, competitor-d.com, stackbytrade.com, dupple.com, rankite.com
Gemini	What is an affordable CRM for a B2B startup?	Competitor A, Competitor B, Subject brand, Competitor F, Competitor D	competitor-a.com, zoflowx.com
Gemini	Which CRM should a 10-person sales team use to track leads and deals?	Competitor C, Subject brand, Competitor A, Competitor B	hackceleration.com, withallo.com
Gemini	What is the easiest CRM for managing a sales pipeline?	Subject brand, Competitor G, Competitor C, Competitor A, Competitor E	kayako.com, slack.com, uschamber.com, baserow.io
Gemini	What CRM do small marketing agencies use to manage clients and deals?	Competitor A, Competitor I, Subject brand, Competitor F, Competitor E, Competitor B, Competitor C	competitor-f.com, onepagecrm.com
Gemini	What is the best CRM for a small B2B sales team?	Subject brand, Competitor A, Competitor K, Competitor B, Competitor H	kayako.com, youtube.com, competitor-k.com
Gemini	Subject brand vs Competitor A: which CRM is better for a small business?	Subject brand, Competitor A	zapier.com, sales-surge.io, flozic.ai, business.com

Google AI Mode	What is the best CRM for a small B2B sales team?	Subject brand, Competitor A, Competitor H, Competitor D, Competitor B, Competitor C	baserow.io, reddit.com
Google AI Mode	Which CRM should a 10-person sales team use to track leads and deals?	Competitor C, Subject brand, Competitor A, Competitor H, Competitor B	reddit.com, twilead.com
Google AI Mode	What CRM do small marketing agencies use to manage clients and deals?	Competitor F, Competitor A, Subject brand, Competitor I, Competitor E, Competitor H	competitor-f.com, fluidcrm.io
Google AI Mode	What is the easiest CRM for managing a sales pipeline?	Competitor A, Competitor D, Competitor K, Competitor E	youtube.com, reddit.com, google.com
Google AI Mode	Subject brand vs Competitor A: which CRM is better for a small business?	Subject brand, Competitor A	competitor-a.com, hackceleration.com, youtube.com, subject-brand.com, google.com
Google AI Mode	What is an affordable CRM for a B2B startup?	Competitor F, Subject brand, Competitor B, Competitor C, Competitor A	spiich.ai, reddit.com, competitor-f.com
Google AI Overview	best CRM for small B2B sales team	Subject brand, Competitor D, Competitor A, Competitor B, Competitor K, Competitor H	youtube.com, zapier.com, gushwork.ai, pcmag.com, salestarget.ai, instantly.ai
Google AI Overview	CRM for small marketing agencies	Competitor A, Competitor I, Competitor B	reddit.com, competitor-b.com, netsuite.com, functionfox.com, competitor-a.com, zapier.com, youtube.com
Google AI Overview	easiest CRM for managing a sales pipeline	Subject brand, Competitor A, Competitor G, Competitor D	reddit.com, competitor-a.com, uschamber.com, onesuite.io, kayako.com, youtube.com, pipeline.zoominfo.com
Google AI Overview	CRM for 10 person sales team to track leads and deals	Subject brand, Competitor A, Competitor E, Competitor B	reddit.com, onesuite.io, twilead.com, youtube.com, interakt.shop, competitor-a.com, instagram.com
Google AI Overview	subject brand vs competitor A for small business	Subject brand, Competitor A	reddit.com, youtube.com, subject-brand.com, zapier.com, avoma.com, competitor-e.com, larksuite.com, competitor-a.com
Google AI Overview	affordable CRM for B2B startup	Competitor A, Competitor B, Competitor C, Subject brand, Competitor G, Competitor F, Competitor J	competitor-f.com, youtube.com, jetpack.com, instantly.ai, competitor-b.com, competitor-k.com
Claude	What is the best CRM for a small B2B sales team?	Subject brand, Competitor A, Competitor C, Competitor B, Competitor G, Competitor D, Competitor J	superoffice.com, coevera.com, clarify.ai, kayako.com, blog.salesflare.com, fluidcrm.io, salesgenie.com
Claude	Subject brand vs Competitor A: which CRM is better for a small business?	Subject brand, Competitor A	competitor-e.com, vedain.com, business.com, sales-surge.io, layer3labs.io

9. Notes and limits

- AI answers change between runs, locations and accounts; one run per question is a snapshot, not a stable average.
- Brand detection is automated text matching and may miss paraphrases or misread a common word; we spot-check every paid audit.
- Perplexity and Grok were not captured in this sample run (a capture timeout and a tool usage cap). Paid audits cover ChatGPT, Gemini, Google AI Mode and Google AI Overviews as standard; Perplexity, Claude, Copilot and Grok are attempted and reported only when captured.
- Recommendations are evidence-informed, not guaranteed. No one can guarantee placement in AI answers.