AI VISIBILITY REPORT

# Do AI assistants recommend this brand?

## seoaudit.software

ChatGPT, Gemini and Perplexity · checked on 1 November 2026

### Named only when asked by name

Named in **12** of **24** AI answers, and in **0** of **12** answers to buyer questions that do not contain the name.

PREPARED FOR
**SEO Audit Software**
seoaudit.software

PREPARED BY
**SEO Audit Software**
seoaudit.software

ANSWERS CHECKED
**24 answers**
8 questions × 3 AI assistants

SUMMARY

# AI names the brand only when the question does

We asked ChatGPT, Gemini and Perplexity **8** questions each. The brand came up in **12** of **24** answers, all of them to questions that already contain the name. For the questions buyers ask before they know the brand, **no answer named it**.

| MENTION RATE | SHARE OF VOICE | AVERAGE POSITION | SITE CITED |
|---|---|---|---|
| **50%** | **100%** | **1.0** | **1** |
| 12 of 24 answers | vs 0 competitors tracked | among the brands named | of 24 answers link to it |

Share of voice and position compare the brand with tracked competitors. With 0 competitors tracked, they show 100% and #1 by default. Add competitors in the app to make them meaningful.

## By AI assistant

| AI ASSISTANT | ANSWERS | NAMED | MENTION RATE | SHARE OF VOICE | SITE CITED |
|---|---|---|---|---|---|
| **ChatGPT** | 8 | 4 | **50%** | 100% | 0 |
| **Gemini** | 8 | 4 | **50%** | 100% | 0 |
| **Perplexity** | 8 | 4 | **50%** | 100% | 1 |

## Buyer questions vs brand questions

Buyer questions do not contain the brand name, so a mention there is earned. Brand questions contain the name, so the answer almost always repeats it.

TAKEAWAY

The number to grow is the first bar: being named when buyers ask "What is the best SEO audit tool?". Page 7 shows how.

QUESTION BY QUESTION

# 0 of 4 buyer questions bring up the brand

Each row is one question asked in all three assistants. The last column shows the websites those answers named or cited most, the places buyers are sent instead.

| QUESTION | CHATGPT | GEMINI | PERPLEXITY | SITES NAMED MOST |
|---|---|---|---|---|
| **BUYER QUESTIONS · NO BRAND NAME IN THE QUESTION** | | | | |
| **Q1** What is the best SEO audit tool? Named by 0 of 3 | Not named | Not named | Not named | zapier.com · semrush.com · experte.com |
| **Q2** What is the best SEO reporting tool? Named by 0 of 3 | Not named | Not named | Not named | zapier.com · semrush.com · agencyanalytics.com |
| **Q3** What is the best white label SEO tool? Named by 0 of 3 | Not named | Not named | Not named | seranking.com · agencyanalytics.com · onelittleweb.com |
| **Q4** What is the best rank tracking tool? Named by 0 of 3 | Not named | Not named | Not named | seranking.com · nightwatch.io · zapier.com |
| **BRAND QUESTIONS · THE BRAND NAME IS IN THE QUESTION** | | | | |
| **Q5** Is SEO Audit Software a good choice? Named by 3 of 3 | ✓ Named · #1 | ✓ Named · #1 | ✓ Named · #1 | zapier.com · blog.hubspot.com · rankite.com |
| **Q6** What does SEO Audit Software do? Named by 3 of 3 | ✓ Named · #1 | ✓ Named · #1 | ✓ Named · #1 Site cited | semrush.com · agencyanalytics.com · ahrefs.com |
| **Q7** Alternatives to SEO Audit Software Named by 3 of 3 | ✓ Named · #1 | ✓ Named · #1 | ✓ Named · #1 | zapier.com · semrush.com · seranking.com |
| **Q8** Who are the top companies like SEO Audit Software? Named by 3 of 3 | ✓ Named · #1 | ✓ Named · #1 | ✓ Named · #1 | zapier.com · semrush.com · seranking.com |

**#1** is the position of the brand among the brands named in the answer (1 = named first). It is counted against tracked competitors; none are tracked yet, so every mention shows #1. "Sites named most": domains that appear in the most of the three answers to that question.

TAKEAWAY

For all 4 buyer questions the answers point to other tools and to "best tools" articles. Getting onto those pages is the fastest way into these answers.

WHAT AI SAYS · 12 ANSWERS NAME THE BRAND

# Most answers describe the category, not the brand

One sentence, word for word, from each answer that names the brand. Is each line about **seoaudit.software**, or about the product type?

| AI ASSISTANT | WHAT THE ANSWER SAYS |
|---|---|
| **Q5 IS SEO AUDIT SOFTWARE A GOOD CHOICE?** | |
| ChatGPT | "SEO audit software can be a very good choice, especially if you want to improve your website's Google rankings, identify technical SEO problems, and attract..." |
| Gemini | "Yes, SEO audit software is generally a very good choice if you have a website and want to grow or protect your organic traffic." |
| Perplexity | "SEO Audit Software can be a good choice, especially for agencies that need branded, client-facing audits and lead-generation forms." |
| **Q6 WHAT DOES SEO AUDIT SOFTWARE DO?** | |
| ChatGPT | "SEO Audit Software is a tool that analyzes a website to identify problems that may be preventing it from ranking higher on Google and other..." |
| Gemini | "SEO audit software acts as an automated health check-up for a website." |
| Perplexity Site cited | "SEO audit software scans a website like a search engine and identifies problems or opportunities that may affect its visibility, rankings, and user experience." |
| **Q7 ALTERNATIVES TO SEO AUDIT SOFTWARE** | |
| ChatGPT | "If you're looking for alternatives to SEO audit software, there are several options depending on whether you want to replace a paid SEO auditing platform..." |
| Gemini | "When looking for alternatives to traditional SEO audit software (such as enterprise tools like Semrush, Ahrefs, or Moz), the right choice depends on your specific..." |
| Perplexity | "Good alternatives to SEO Audit Software depend on whether you need technical crawling, keyword research, content optimization, or ongoing monitoring:" |
| **Q8 WHO ARE THE TOP COMPANIES LIKE SEO AUDIT SOFTWARE?** | |
| ChatGPT | "If you're looking for companies that provide SEO Audit Software (website crawling, technical SEO audits, site health monitoring, backlink analysis, and SEO recommendations), these are..." |
| Gemini | "When looking for top companies and platforms comparable to dedicated SEO audit software (like platforms focused heavily on technical site health, on-page optimization, and crawling)..." |
| Perplexity | "Top companies offering SEO audit software or close alternatives include:" |

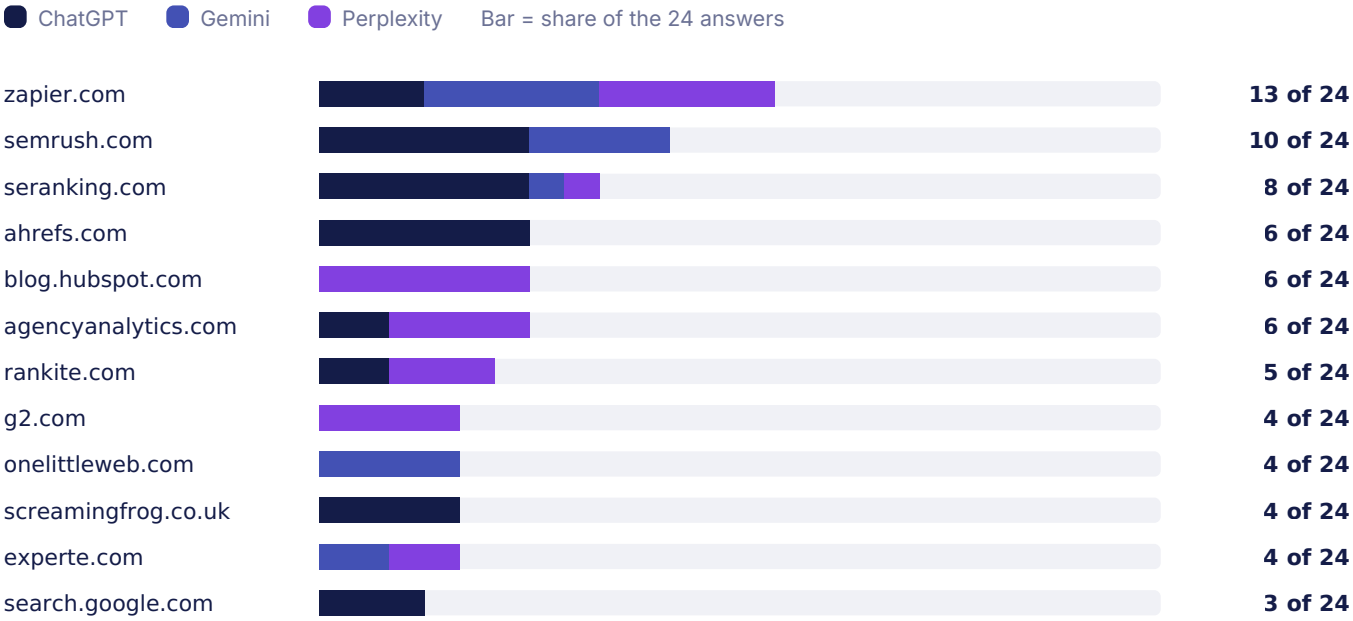
HOW TO READ THIS

Only 1 of these answers links to seoaudit.software. Pair the name with the domain everywhere ("SEO Audit Software by seoaudit.software") so AI can tell brand and category apart.

WHO AI NAMES INSTEAD

# zapier.com, semrush.com and seranking.com show up most

**110** different websites are named or cited across the 24 answers. These 12 appear in the most answers. They mix rival tools with the review and "best tools" sites AI learns from.




## Where each assistant looks

| AI ASSISTANT | WEBSITES | NAMED OR CITED MOST (ANSWERS OUT OF 8) |
|---|---|---|
| **ChatGPT** | 34 | ahrefs.com 6 · semrush.com 6 · seranking.com 6 |
| **Gemini** | 41 | zapier.com 5 · onelittleweb.com 4 · semrush.com 4 |
| **Perplexity** | 46 | blog.hubspot.com 6 · zapier.com 5 · agencyanalytics.com 4 |

TAKEAWAY

Add the rival tools AI links to by their home page as competitors in the app: seranking.com, semrush.com, ahrefs.com, sitebulb.com. The next check then measures a real share of voice.

SOURCES AI LINKS TO

# One list article is linked more than any tool

These are the exact pages the answers link to. A page that AI links to for these questions is a page worth being on: as a listed tool, a reviewed product or a quoted source.

YOUR SITE IN AI ANSWERS

**1** answer links to the site: **Perplexity** for "What does SEO Audit Software do?" cited https://seoaudit.software/.

## Pages linked in the most answers

| PAGE | LINKED BY | QUESTIONS | ANSWERS |
|---|---|---|---|
| https://zapier.com/blog/best-seo-audit-tools/ | ChatGPT 2 Gemini 4 | Q1, Q5, Q7, Q8 | **6** |
| https://seranking.com/ | ChatGPT 5 | Q1, Q2, Q4, Q7, Q8 | **5** |
| https://www.semrush.com/ | ChatGPT 4 | Q1, Q2, Q4, Q8 | **4** |
| https://ahrefs.com/ | ChatGPT 4 | Q1, Q2, Q4, Q8 | **4** |
| https://sitebulb.com/ | ChatGPT 3 | Q1, Q7, Q8 | **3** |
| https://www.screamingfrog.co.uk/seo-spider/ | ChatGPT 2 | Q1, Q7 | **2** |
| https://www.experte.com/seo/seo-audit-tools | Gemini 2 | Q1, Q7 | **2** |
| https://agencyanalytics.com/ | ChatGPT 2 | Q2, Q3 | **2** |
| https://search.google.com/search-console/ | ChatGPT 1 | Q1 | **1** |
| https://www.semrush.com/blog/seo-audit-tools/ | ChatGPT 1 | Q1 | **1** |

47 different pages are linked in the answer texts. Perplexity marks its sources as [1], [2] without writing the link into the answer, so this list holds the links from ChatGPT and Gemini. Perplexity's sources are counted on page 5.

TAKEAWAY

Ask to be added to https://zapier.com/blog/best-seo-audit-tools/. It is linked in **6** answers, for buyer and brand questions alike.

WHAT TO DO

# Five steps to get named and cited

AI assistants repeat what trusted pages say about a topic. To be named for buyer questions, the brand must be on those pages and its own pages must answer the questions plainly.

### 1. Get listed on the "best tools" pages AI links to

Sources

The most linked page in this check is a list article (6 answers). AI copies these shortlists.

1. Ask the editors of zapier.com, experte.com, rankite.com to review the product. Offer a free account and one clear line on who it is for.
2. Check the pages again after each update and keep your entry current.

### 2. Answer each buyer question on your own site, first line first

Buyer questions

0 of 12 answers to the 4 buyer questions named the brand. AI quotes pages that answer in the first sentence.

1. One page per question (for example "What is the best SEO audit tool?"), opening with a one-sentence answer that names the brand.
2. Add a comparison table and a short FAQ with the exact question wording.

### 3. Make the name unmistakable

Brand name

"SEO Audit Software" reads as a product category, so most mentions are not about the brand.

1. Write the name with the domain ("SEO Audit Software by seoaudit.software") in titles, profiles and press.
2. Add Organization and SoftwareApplication schema (JSON-LD) with sameAs links to your review and social profiles.

### 4. Grow reviews where Perplexity looks

Reviews

g2.com appears in 4 Perplexity answers, and its verdict on the brand quoted reviews.

1. Ask happy customers for G2 reviews that mention the use case (white-label audits, lead forms).
2. Answer reviews that mention pricing, the point Perplexity repeated.

### 5. Track competitors and re-check every month

Measure

With 0 competitors tracked, share of voice cannot show who wins.

1. Add seranking.com, semrush.com, ahrefs.com and sitebulb.com as competitors, and "seoaudit.software" as a brand name.
2. Run the check monthly and compare the buyer-question line.

HOW THIS CHECK WORKS

# Real answers, counted the same way every time

Each question was sent to each assistant as a new chat. The answers were read by our software, not by a person, using the rules below.

| AI ASSISTANTS | QUESTIONS | ANSWERS READ | CHECKED ON |
|---|---|---|---|
| **3** | **8** | **24** | **1 Nov 2026** |
| ChatGPT, Gemini, Perplexity | edit them in the app | all answered | first check |

## What each number means

| | |
|---|---|
| **Named** | The answer contains the brand name, domain or an alias, or links to the domain. |
| **Mention rate** | Answers that name the brand ÷ all answers. Here 12 ÷ 24 = 50%. |
| **Share of voice** | Brand mentions ÷ (brand mentions + tracked competitor mentions). |
| **Position** | Order of the brand among the brands named (1 = first), averaged. |
| **Site cited** | The answer's sources include a page of seoaudit.software. |
| **Buyer question** | A question without the brand name or domain in it. |
| **Sites named** | Other domains in the answer or its sources, once per answer. |

## Good to know

- ! AI answers change from day to day. One check is a snapshot; the trend chart in the app starts after the second check.
- ! Long answers are read up to 4,000 characters, so a brand named only at the very end can be missed.
- ✓ The answers were collected live, not from a cache, on 1 November 2026.

This report was made with **SEO Audit Software** on 1 November 2026. It asked 8 questions in ChatGPT, Gemini and Perplexity and read all 24 answers. Run the check again after each change to see whether AI starts naming the brand.