YOUR AGENCY

AI Visibility Report

exampleclient.com

Generated: November 7, 2026

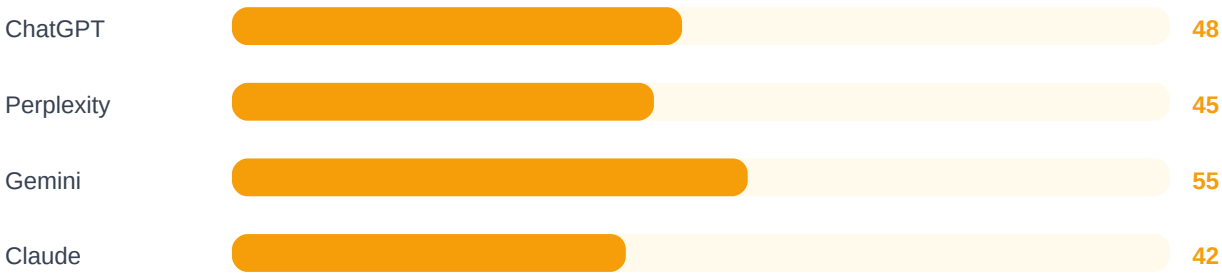
OVERALL SCORE

48 /100

GRADE

D+

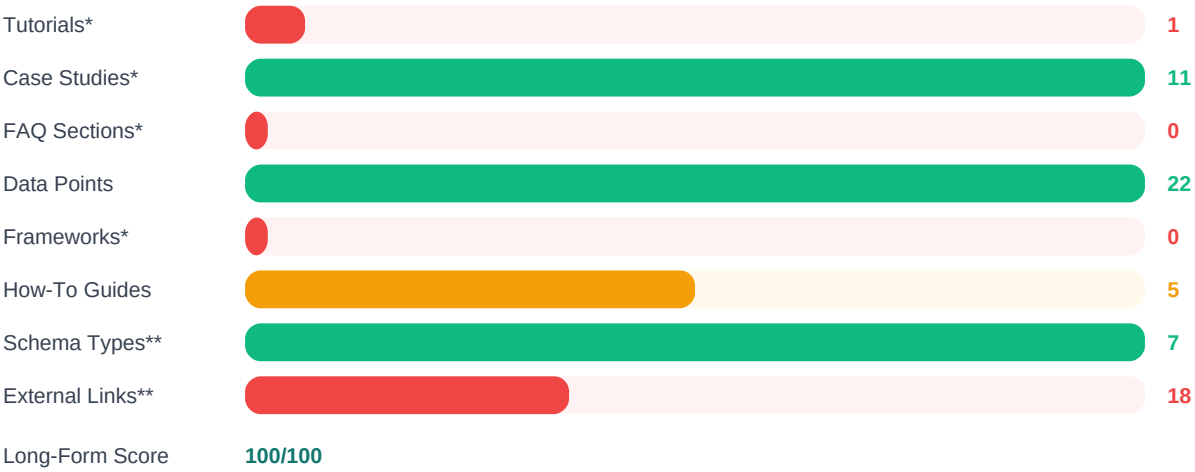
Platform Scores



Industry: AI workspace software
Business Type: B2B SaaS
Value Proposition: One workspace where teams write, plan and share their work.

Score Breakdown

Content Signals Detected



Long-Form Score **100/100**

** Detected from sitemap URL patterns and page content analysis. ** Estimated from a representative sample of pages, then scaled proportionally. Unmarked metrics are directly measured from page content. All scores use deterministic formulas, no AI opinions.*

Platform Score Drivers

ChatGPT: Strong practical content detected: 5 how-to guides.

Perplexity: Research-backed content detected: 22 data points, 18 external citations.

Gemini: Good technical structure detected: 7 schema types, heading score 100/100, 162 images.

Claude: Strong analytical depth detected: 11 case studies, long-form score 100/100.

Strongest Area: Case Studies

Weakest Area: Case Studies & Frameworks

Industry Benchmark: SaaS & Software

Reference values set by Citation Rocket for SaaS & Software sites, not measured from other companies

Platform	Your Score	Reference	Stretch target
Overall	48	48	78
ChatGPT	48	55	82
Perplexity	45	45	74
Gemini	55	50	80
Claude	42	42	76

Content Benchmarks

Avg Tutorials: 12

Avg Case Studies: 3
Avg FAQ Pages: 5
Avg Schema Types: 3
Avg Data Points: 20

Common Industry Strengths

- Comprehensive documentation and knowledge bases
- Strong tutorial and how-to content for products
- Good schema markup on product and pricing pages

Common Industry Weaknesses

- Case studies often locked behind lead generation forms
- Limited original research or proprietary data
- External citations and references often missing

Reference and stretch scores are targets we set for this industry, not averages measured from other companies.

Key Findings

Strengths

- Example Client features 11 case studies demonstrating real-world success, strong for building credibility
- Example Client implements 7 schema markup types, enhancing discoverability in AI and search platforms
- Example Client's content includes 22+ data points and statistics, establishing research credibility
- Example Client maintains an active blog with 383+ posts, providing broad topic coverage
- Example Client offers comprehensive documentation (64+ pages), valuable for technical audiences

Areas for Improvement

- In the pages we read we found 1 tutorial (our reference target: 15+): practical how-to content gives AI assistants clear steps to quote
- In the pages we read we found 22 data points (our reference target: 30+); statistics and sources give AI answers something to cite
- In the pages we read we found 0 FAQ sections (our reference target: 5+); clear questions and answers are easy for AI assistants to reuse
- In the pages we read we found 0 named frameworks or methodologies (our reference target: 8+); a named method is easy for AI assistants to explain and credit

Technical Analysis

Domain Authority: High
Content Structure: Excellent
Schema Markup: Implemented
Entity Recognition: Moderate

Company Intelligence

Industry: AI workspace software
Business Type: B2B SaaS
Target Audience: teams

Value Proposition

One workspace where teams write, plan and share their work.

Competitor Analysis

Main Competitors: rivalworkspace.com

Competitor Strengths

- Strong integration with external apps
- Advanced database and formula capabilities
- Flexible document and spreadsheet hybrid
- Active community and templates
- Good for technical users

Competitor Weaknesses (Your Opportunities)

- Steeper learning curve for non-technical teams
- Less intuitive AI features
- Limited automation compared to Example Client
- Smaller user base and ecosystem
- Weaker knowledge base features

Market Opportunities

- AI workspace education and tutorials
- Team collaboration best practices
- Automation workflow guides
- Knowledge management for remote teams
- Comparison content vs Rival Workspace

AI Citation Check

Answers Checked	Asked Without Your Name	Asked By Your Name
40	14 of 25	14 of 15

Engine by Engine

Perplexity	Named in 3 of 5 without your name, 3 of 3 by name
Gemini	Named in 1 of 5 without your name, 3 of 3 by name
Claude	Named in 5 of 5 without your name, 2 of 3 by name

GPT	Named in 2 of 5 without your name, 3 of 3 by name
Grok	Named in 3 of 5 without your name, 3 of 3 by name

Question by Question

"How do I use Example Client AI to automate my team's workflows?"
Named by: Perplexity, Gemini, Claude, GPT, Grok

"Can Example Client replace my company's knowledge base and wiki?"
Named by: Perplexity, Gemini, GPT, Grok

"What are Example Client's AI agents and how do they help with collaboration?"
Named by: Perplexity, Gemini, Claude, GPT, Grok

"What AI workspace tool integrates notes and project management?"
Named by: Perplexity, Gemini, Claude, GPT, Grok

"Which software automates repetitive tasks for remote teams?"
Named by: Claude

"Is there an AI-powered knowledge base that works with databases?"
Named by: Perplexity, Claude

"What collaboration platform offers built-in AI writing assistance?"
Named by: Perplexity, Claude, GPT, Grok

"Can an AI workspace help organize my team's documents and tasks?"
Named by: Claude, Grok

Most-Cited Competitors



Fix-It Playbook

2 Quick Wins Available

1. Add FAQ Schema to Your Top Pages

CRITICAL | chatgpt | easy | 30 minutes

Current: None found in the pages and sitemap we checked
Target: 5+ FAQ schemas across key pages

Up to about 9 points on the ChatGPT estimate

1. Identify your top 5 most-visited pages
2. Write 3-5 frequently asked questions for each page based on real customer inquiries
3. Add the FAQ JSON-LD schema markup to each page's <head> section
4. Check the markup with validator.schema.org

5. Re-run this audit to confirm the FAQ schema is detected

Code Snippet:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
        {
          "@type": "Question",
          "name": "How does your software integrate with existing tools?",
          "acceptedAnswer": {
            "@type": "Answer",
            "text": "[YOUR ANSWER HERE - aim for 2-3 sentences]"
          }
        },
        {
          "@type": "Question",
          "name": "What security certifications does your platform hold?",
          "acceptedAnswer": {
            "@type": "Answer",
            "text": "[YOUR ANSWER HERE - aim for 2-3 sentences]"
          }
        },
        {
          "@type": "Question",
          "name": "How long does implementation typically take?",
          "acceptedAnswer": {
... (7 more lines)
```

2. Create Step-by-Step Tutorial Content

HIGH | chatgpt | medium | 2-4 hours per tutorial

Current: 1 tutorials detected
Target: 15+ tutorials covering key user tasks

Up to about 13 points on the ChatGPT estimate

1. List the top 10 tasks your customers need help with
2. For each task, write a step-by-step tutorial with numbered instructions
3. Include screenshots or diagrams at each major step
4. Add a "Prerequisites" section and "What You'll Learn" summary at the top
5. End each tutorial with "Next Steps" linking to related tutorials
6. Publish under a /tutorials/ or /learn/ URL path for clear organization

Content Template: Getting Started with Example Client

- What You'll Learn (2-3 sentence overview)
- Prerequisites (what the reader needs before starting)
- Step 1: [First action with clear instruction]
- Step 2: [Second action with explanation]
- Step 3: [Third action with expected result]
- Step 4: [Fourth action with tips]
- Step 5: [Final action and verification]
- Troubleshooting Common Issues
- Next Steps & Related Tutorials

Tip: Use numbered steps, not paragraphs. AI models parse structured content better
Tip: Include the exact button names, menu paths, or commands the user should follow
Tip: Write for a reader who has never used Example Client before
Tip: Add a time estimate (e.g., "This tutorial takes about 10 minutes")

3. Add Statistics and Data to Existing Content

HIGH | perplexity | easy | 2-3 hours

Current: 22 data points detected
Target: 30+ data points across your content

Up to about 18 points on the Perplexity estimate

1. Identify your top 5 most-visited content pages
2. Research 3-5 relevant statistics per page from sources like Gartner reports, G2 benchmarks, your own product usage data
3. Add statistics with proper citations: "According to [Source], [statistic]"

4. Include a "Key Statistics" or "By the Numbers" section on relevant pages
5. Update statistics annually and note the date: "As of 2026, ..."
6. Link to original sources for each data point

4. Create a Proprietary Framework Article

HIGH | claude | medium | 3-4 hours

Current: None found in the pages and sitemap we checked
Target: 8+ framework references across your content

Up to about 16 points on the Claude estimate

1. Name your framework something memorable (e.g., "The Example Client Implementation Framework")
2. Define 3-5 clear phases or steps in the framework
3. Write a dedicated article explaining the framework in depth
4. Reference the framework across your other content pieces
5. Create a visual diagram or infographic of the framework
6. Use the framework name consistently so AI models learn to associate it with your brand

Content Template: The Example Client Implementation Framework

- Introduction: Why complex software adoption and change management needs a structured approach
- The Problem: Common mistakes and their consequences
- Overview: The framework at a glance (include visual)
- Phase 1: [Name]: [What to do and why]
- Phase 2: [Name]: [What to do and why]
- Phase 3: [Name]: [What to do and why]
- Phase 4: [Name]: [What to do and why]
- When to Use This Framework (ideal scenarios)
- Real-World Examples (link to case studies)
- Download: Framework Checklist (lead magnet opportunity)

Tip: Frameworks signal thought leadership, and Claude heavily weights this type of content
Tip: Give each phase a distinct, memorable name rather than generic labels
Tip: Reference your framework in other content: "Using Phase 2 of our framework..."
Tip: Include a downloadable version (PDF/checklist) to increase engagement and backlinks

5. Add Research Citations to Key Pages

MEDIUM | perplexity | easy | 1-2 hours

Current: 18 external citations detected
Target: 50+ quality external links across your content

Up to about 9 points on the Perplexity estimate

1. Audit your top 10 content pages for citation gaps
2. For each page, identify 2-3 claims that should be backed by sources
3. Find authoritative sources: academic papers, industry reports, government data
4. Add inline citations: "Research by [Source] shows that [claim] ([link])"
5. Avoid linking to direct competitors; use neutral industry sources
6. Check that all links are current and not broken

6. Convert Tutorials into How-To Guides

MEDIUM | chatgpt | easy | 1-2 hours

Current: 5 how-to guides detected
Target: 10+ how-to guides optimized for AI search

Up to about 10 points on the ChatGPT estimate

1. Identify existing tutorials that answer "how to" questions
2. Restructure titles to start with "How to..." for better AI matching
3. Ensure each guide has clear numbered steps
4. Mark up the steps as a numbered list (ol) so AI can quote them in order
5. Include estimated time and difficulty level at the top

7. Publish Original Research or Industry Report

MEDIUM | perplexity | hard | 1-2 weeks for a full report

Current: 2 statistical references detected
Target: 15+ statistics across your content

Up to about 13 points on the Perplexity estimate

1. Survey your customers or analyze your internal data
2. Identify 10-15 data points that are unique to you
3. Publish as an annual industry report or benchmark
4. Include methodology section for credibility
5. Create charts and visualizations
6. Pitch to industry publications for backlinks

8. Deepen Existing Content with Analysis

MEDIUM | claude | medium | 2-3 hours per article

Current: Limited analytical depth detected in existing content
Target: Content with nuanced analysis, trade-offs, and expert perspectives

Up to about 11 points on the Claude estimate

1. Identify your top 10 most-read articles
2. Add "however" / "on the other hand" analysis
3. Include trade-offs and considerations sections
4. Add "when to use this" vs "when NOT to use this"
5. Reference opposing viewpoints fairly
6. Claude rewards nuanced, balanced content

Content Opportunities (20 Topics)

Authoritative Topics - 5 Topics

1. How do I set up a knowledge base in Example Client? — High Impact

Medium | 3-5 hours | Target: claude | Branded

Core use case for Example Client's AI workspace; fills a common onboarding gap.

2. What are the best practices for team collaboration in Example Client? — High Impact

Medium | 2-4 hours | Target: chatgpt | Branded

High-demand query for teams; leverages Example Client's collaboration features.

3. How can I automate workflows in Example Client? — High Impact

Medium | 3-5 hours | Target: perplexity | Branded

Addresses automation keyword; shows Example Client's capabilities.

4. What is an AI workspace and how does it improve productivity? — High Impact

Easy | 1-2 hours | Target: gemini

Explains core value proposition; targets AI workspace keyword.

5. How do I use Example Client AI agents for task management? — High Impact

Medium | 2-4 hours | Target: claude | Branded

Ties agents keyword to practical use; fills a content gap.

Thought Leadership - 5 Topics

1. The future of AI workspaces: trends for 2026 — Long-term

Hard | 5-10 hours | Target: gemini

Positions Example Client as industry leader; targets emerging trends.

2. How AI is transforming team collaboration in 2026 — Long-term
Hard | 5-10 hours | Target: chatgpt
Thought leadership on AI impact; aligns with Example Client's value prop.

3. Why knowledge management is critical for remote teams — Long-term
Hard | 8-15 hours | Target: perplexity
Addresses knowledge base keyword; supports Example Client's positioning.

4. The rise of AI agents in productivity tools — Long-term
Hard | 5-10 hours | Target: claude
Covers agents trend; Example Client can lead this conversation.

5. Automation best practices for modern teams — Long-term
Hard | 8-15 hours | Target: gemini
Focuses on automation; shows Example Client's expertise.

Competitive Advantage - 5 Topics

1. How does Example Client compare to Rival Workspace for team productivity? — High Impact
Easy | 1-2 hours | Target: chatgpt | Branded
Direct competitor comparison; highlights Example Client's strengths.

2. What makes Example Client's AI workspace unique? — High Impact
Easy | 1-2 hours | Target: perplexity | Branded
Differentiates Example Client from alternatives; fills a buyer question gap.

3. Why choose Example Client over other collaboration tools? — High Impact
Easy | 1-2 hours | Target: gemini | Branded
Addresses common buyer question; leverages Example Client's value prop.

4. Is Example Client better than Rival Workspace for knowledge bases? — High Impact
Easy | 1-2 hours | Target: claude | Branded
Specific comparison; targets knowledge base keyword.

5. How does Example Client's automation compare to Rival Workspace's? — High Impact
Easy | 1-2 hours | Target: chatgpt | Branded
Focuses on automation differentiator; fills a content gap.

Emerging Opportunities - 5 Topics

1. What are the best AI workspace tools for 2026? — Quick Win
Easy | 1-2 hours | Target: gemini
Emerging buyer question; positions Example Client as top choice.

2. How to integrate AI agents into team workflows — Quick Win
Medium | 2-4 hours | Target: perplexity
Emerging trend; Example Client can provide guidance.

3. What is the ROI of using an AI workspace? — Quick Win
Hard | 5-10 hours | Target: chatgpt
Data-backed question buyers are starting to ask.

4. How to build a company wiki with AI assistance — Quick Win
Medium | 3-5 hours | Target: claude
Emerging use case; ties to knowledge base.

5. What features should I look for in a team productivity platform? — Quick Win
Hard | 8-15 hours | Target: gemini
Buyer education; Example Client can own this content.

Recommendations

1. Your site: 1 tutorials | SaaS & Software reference target: 12, stretch target: 24+ | Action: Create 25 step-by-step how-to guides to reach the stretch target
2. Your site: 0 FAQ sections | SaaS & Software reference target: 5, stretch target: 10+ | Action: Add 10 FAQ pages with structured markup for ChatGPT visibility
3. Your site: 0 frameworks | stretch target: 5+ named frameworks or methodologies | Action: Develop 5 original methodology or framework articles for Claude visibility

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