PREPARED FOR

Brand X

brandx.com · cloud accounting software for small businesses · United States

01 AEO AUDIT SCORE

Brand X is named in 9 of 80 answers (11%) and ranks 7th in the category. 6 of the 9 mentions are positive, so the constraint is being found rather than being chosen: the engines recommend you when they reach you, and they rarely reach you.

51/100

EMERGING

named sometimes, but not reliably

0+ INVISIBLE
25+ BARELY VISIBLE
45+ EMERGING
65+ ESTABLISHED
85+ CATEGORY DEFAULT

Brand Visibility named in 9 of 80 AI answers (11%)		30/100
Average Position average position 4.6 when named		61/100
Share of Voice 1.5% of all company mentions vs Northwind Books's 4.2%		48/100
Brand Sentiment 6 positive, 3 neutral of the 9 answers naming you (neutral counts 55)		80/100
Technical Readiness site is readable and no AI crawlers are blocked		74/100

AEO — answer engine optimisation — is how often AI assistants like ChatGPT recommend you when a buyer asks. Based on 80 answers to 20 buyer questions, asked of ChatGPT, Claude, Gemini, Perplexity. No question named Brand X or a competitor, so every mention was earned. **All names and figures in this sample are illustrative.**

02 Competitive Ranking

TOP 5 BY ANSWERS NAMING THEM

Northwind Books is named in 24 of 80 answers. Brand X is named in 9, 7th in the category.

COMPANY	ANSWERS	AVG POSITION
Northwind Books	24 of 80	3.1
Ledgerline	19 of 80	2.8
Kitebooks	16 of 80	4.0
Clearsum	14 of 80	3.6
Paperbird	12 of 80	5.2
Brand X YOU 7th in the category	9 of 80	4.6

Average position is where you sit in an answer when you are named: 1 means named first.

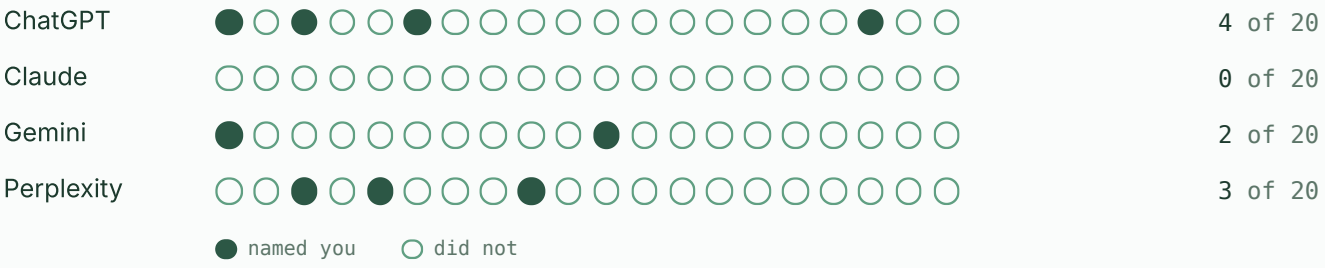
03 Brand Visibility

ACROSS 80 ANSWERS FROM 4 AI TOOLS

Named in 9 of 80 AI answers (11%).

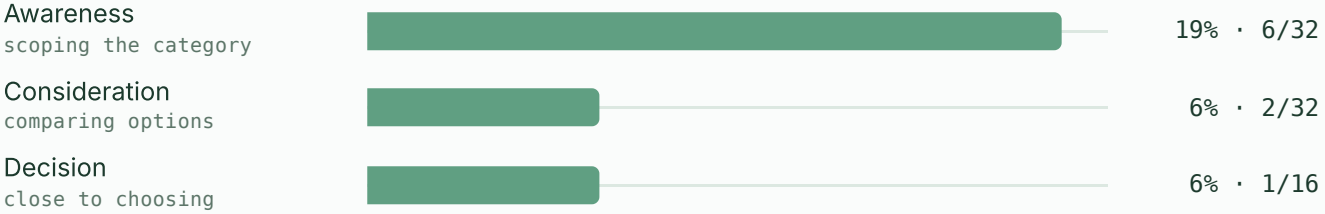
3.1 Visibility by AI tool

ChatGPT names you most often (4 of 20); Claude never (0 of 20).



3.2 Visibility by buyer stage

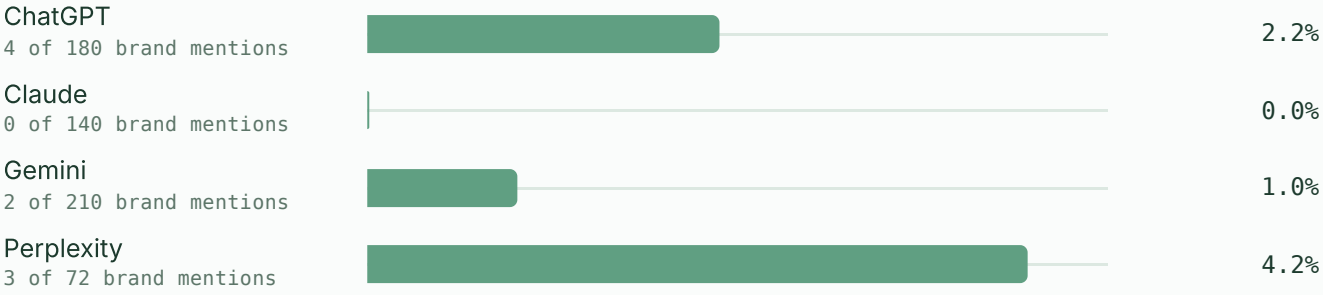
Named in 19% of answers at awareness, 6% at consideration and decision.



04 Share of Voice

MEASURED SEPARATELY ON EACH AI TOOL

1.5% of every company mention (Northwind Books: 4.2%). Between 0.0% and 4.2% depending on the AI tool.



05 Brand Sentiment

9 MENTIONS RATED

In the 9 answers that named you: 6 positive, 3 neutral, none negative.

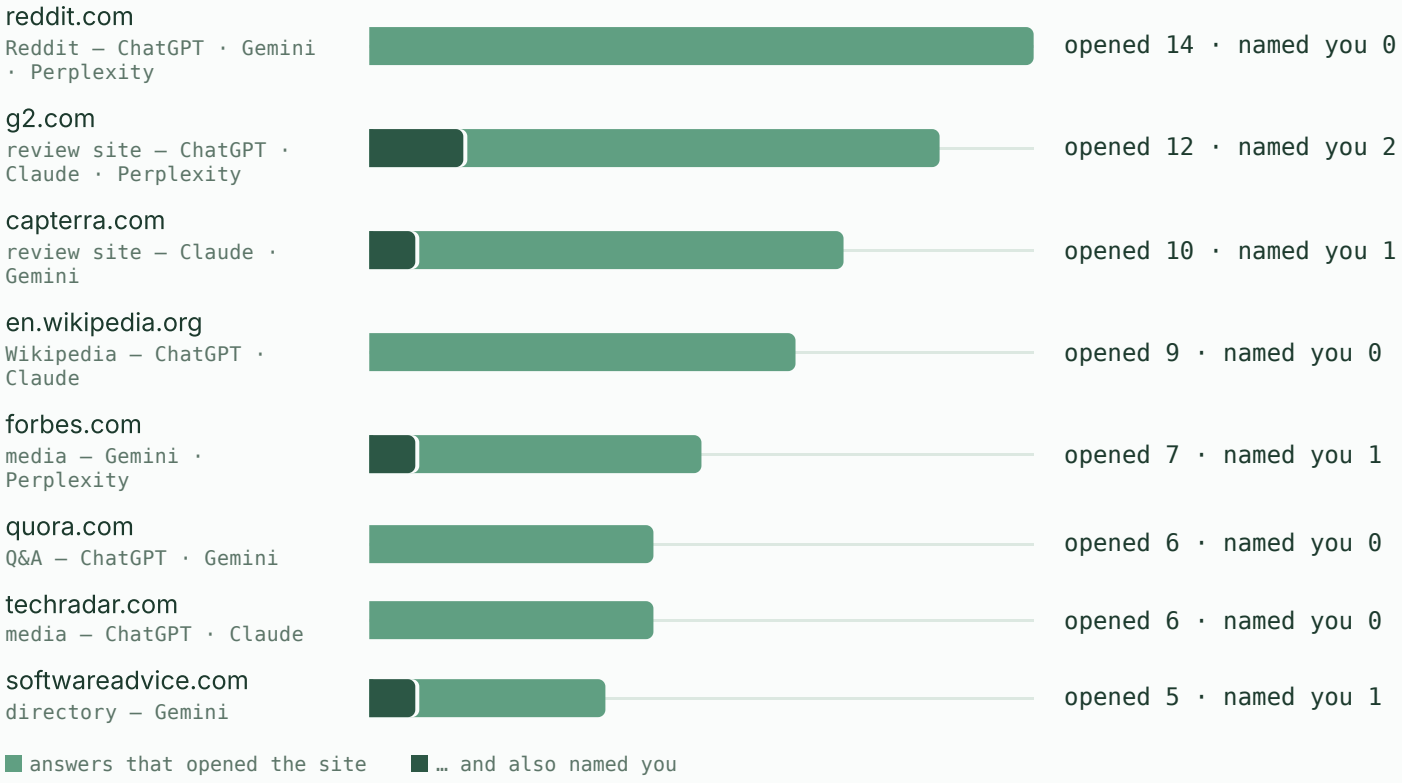


Positive 6 Neutral 3 Negative 0

06 Referral Sources

418 SITES, OPENED 712 TIMES ACROSS 80 ANSWERS

reddit.com and en.wikipedia.org are read most often and never name you — that is where to get listed and described.



Competitors' own sites, left out above: 31 were opened 164 times — northwindbooks.com (22), ledgerline.io (17), kitebooks.com (12) and others.

07 Are you in the top 20 of AI searches?

TOP 20 RESULTS FOR 120 SEARCHES

6 of 120	11.3
SEARCHES YOUR SITE APPEARS IN	AVERAGE POSITION WHEN IT APPEARS

brandx.com appeared in the top 20 for 6 of 120 unbranded searches the engines ran.
When it is not in the results they read, it cannot be cited.

08 Technical Readiness

CHECKED ON 10 PAGES OF YOUR SITE

5 things to fix, 8 already fine.

MISSING

A guide file for AI tools

There is no llms.txt — a short file some AI tools read to understand your site.

NEEDS WORK

Numbers that read as zero

Your customer counter is filled in by JavaScript, so AI tools read “0+ businesses”.

NEEDS WORK

A short answer at the top

Most pages do not open with a short summary an AI tool can quote.

NEEDS WORK

Update dates

Most sitemap URLs claim the same “last updated” date.

NEEDS WORK

Who is behind the site

AI tools cannot easily confirm who your company is and who writes your content.

OK Structured data · Question-and-answer markup · A sitemap · AI bots allowed in · Clear headings · Page descriptions · What your pages say they sell · Pages readable without JavaScript

09 What the evidence says

FULL DETAIL IN THE APPENDIX

What your own pages say

3 contradictions · 2 unproven claims · 4 unanswered questions

HIGH Publish one price for the Growth plan plan item 2

HIGH State whether sales-tax automation is built in or an add-on plan item 3

HIGH Publish where customer data is stored plan item 4

What other sites say about you

1 negative · 2 out of date · 3 inconsistent · 1 unverified

HIGH Fix the marketplace listing that sells you as a gift-article shop plan item 1

MEDIUM Correct the wrong website domain on a local directory plan item 20

MEDIUM Respond on-record to the support-delay thread plan item 22

What AI says when asked about you by name

QUESTION	CHATGPT	CLAUDE	GEMINI	PERPLEXITY
Pricing	Matches	Contradicts	Not on pages	Matches
Sales tax	Matches	Not on pages	Contradicts	Matches
Security	Not on pages	Not on pages	Not on pages	No answer
Migration	Matches	Matches	Not on pages	Matches
Support	Matches	Contradicts	Not on pages	Matches

10 Action Plan

9 HIGH · 13 MEDIUM · 2 LOW

01 Fix the marketplace listing that sells you as a gift-article shop

Rewrite the marketplace profile and product entries to describe cloud accounting software; remove the gift-article catalogue and wrong product code.

HIGH

What other sites say about you

02 Publish one price for the Growth plan

The pricing page and the comparison table quote different monthly prices. Pick one figure and use it everywhere, including the FAQ.

HIGH

What your pages say

03 State whether sales-tax automation is built in or an add-on

Two pages disagree. Assistants asked which tools have sales-tax automation built in will skip a vendor whose own site is unclear.

HIGH

What your pages say

04 Publish where customer data is stored and which certifications you hold

No page names the hosting region, SOC 2 status or audit dates, so security-led decision questions never surface you.

HIGH

What your pages say

05 Get listed and described on g2.com and capterra.com

They are opened in 22 answers between them and name you in 3. Complete both profiles and pick the categories engines read.

HIGH

Referral Sources

CONTINUED · ITEMS 6–24

06 Answer the consideration questions you lose

HIGH

Named in 2 of 32 consideration answers. Publish pages that answer multi-user roles, bank-feed integration and migration in their first paragraph.

Brand Visibility

07 Get cited by Claude

HIGH

Claude named you in 0 of 20 answers and opened your site in none. Start with the sources it did open for competitors.

Brand Visibility

Also worth doing

17 more, in the same order. Each has its full reasoning in your dashboard's fix list.

8. Server-render the customer-count counter MEDIUM
9. Publish a migration guide from desktop software MEDIUM
10. Add a support-hours and phone support page MEDIUM
11. Reconcile founding year across profiles MEDIUM
12. Back the "fastest sales-tax filing" claim with a measured figure MEDIUM
13. Fix the heading hierarchy on feature pages MEDIUM
14. Open each page with a short answer MEDIUM
15. Make the company and its authors verifiable MEDIUM
16. Set real lastmod dates in the sitemap MEDIUM
17. Consolidate three near-duplicate sales-tax blog posts MEDIUM
18. Add an llms.txt MEDIUM
19. Refresh the stale funding figure on a startup database MEDIUM
20. Correct the wrong website domain on a local directory MEDIUM
21. Seed reviews on the empty app-store listing LOW
22. Respond on-record to the support-delay thread on Reddit MEDIUM
23. Name integration partners on the integrations page LOW
24. Publish a data-export and cancellation policy MEDIUM

Summary

WORKING

When engines name you, they speak well of you

6 of 9 mentions are positive, none negative.

The markup engines look for is there

schema markup, FAQ schema, sitemap — 3 of 3 checks pass.

NOT WORKING

A marketplace sells you as a gift-article shop

The listing engines read most about you describes the wrong business. → plan item 1

Claude never names you

0 of 20 answers. → plan item 7

Named least at consideration

2 of 32 answers, 6%. → plan item 6

Your pages contradict each other

3 contradictions, including two prices for one plan. → plan item 2

The audit is done. The work begins now.

We'll go through the report with you. We can implement the AEO fixes for you, or work with your team to get the job done.

BOOK A CALL →

11 What your pages say

3 CONTRADICTIONS · 2 CLAIMS · 4 UNANSWERED

CONFLICT

1. Publish one price for the Growth plan

The pricing page and the comparison table quote different monthly prices for the same plan. An assistant comparing tools on price will quote one at random or drop you.

> *"Growth — $49 / month, billed annually"*
> `brandx.com/pricing`

> *"Growth plan from $39 per month"*
> `brandx.com/compare`

Pick one figure and use it on the pricing page, comparison table and FAQ.

CONFLICT

2. State whether sales-tax automation is built in or an add-on

The features page lists sales-tax automation as included; the help center describes it as a paid module.

> *"Automatic sales tax for all 50 states, included on every plan."*
> `brandx.com/features`

> *"Sales-tax automation is available as an add-on."*
> `help.brandx.com/sales-tax`

State plainly which plans include sales-tax automation, and use the same sentence everywhere.

NO ANSWER

3. Publish where customer data is stored

No page names the hosting region or security certifications, so security-led decision questions never surface you.

> Asked: Which cloud accounting providers store data in the US and publish a SOC 2 report?

Add a security page naming the hosting region, certifications held and audit dates.

12 What other sites say about you

7 PAGES READ · 7 FINDINGS

Your own domain accounted for 4 of the 712 citations in these answers. The rest came from the pages below, so what they say about you is doing more of the work than anything on your site.

CONFLICT

1. Fix the marketplace listing that sells you as a gift-article shop

The most visible marketplace listing for Brand X presents it as a seller of engraved brass gifts, with a $12 “Software Box” as its only product. Assistants repeat the wrong category.

> *“Software Box $12/Piece · Brass Gift Articles · Corporate Gift Items”*
> `marketplace.example/brand-x`

Rewrite the profile and product entries to describe cloud accounting software; remove the gift-article catalogue.

REPUTATION

2. Respond on-record to the support-delay thread

A Reddit thread about week-long support replies is the top result for “Brand X support” and is cited in two answers.

> *“Raised a ticket about a sales-tax mismatch, no human reply for 8 days.”*
> `reddit.com/r/smallbusiness`

Reply with current support hours and channels, and publish a support SLA page.

13 Questions about you, by name

19 OF 20 ANSWERED · 4 CONTRADICT YOUR SITE

1. How much does Brand X cost for a 5-user team, and is sales-tax automation included? PRICING

CHATGPT	MATCHES SITE	NEUTRAL
	Growth plan at $49/month billed annually; sales tax on every plan.	
CLAUDE	CONTRADICTS SITE	NEUTRAL
	Quotes $39/month and says sales-tax automation costs extra.	
GEMINI	NOT ON PAGES WE READ	POSITIVE
	Invents a per-user price and a free tier for up to 3 users.	
PERPLEXITY	MATCHES SITE	NEUTRAL
	Quotes the pricing page and flags the help-center conflict.	

> **One price, one sales-tax statement.** Fixing plan items 2 and 3 removes both contradictions.

14 Every question we asked

20 QUESTIONS × 4 ENGINES

QUESTION	STAGE	CHATGPT	CLAUDE	GEMINI	PERPLEXITY
Q1 I run a 12-person design studio — what accounting software do small agencies in the US actually use?	Awareness	**yes**	no	**yes**	no
Q2 Which cloud accounting tools calculate sales tax across states without a CPA checking every filing?	Awareness	no	no	no	no
Q3 What is the simplest bookkeeping software for a first-time founder with no finance background?	Awareness	**yes**	no	no	**yes**
Q4 Is it worth moving from spreadsheets to accounting software when you have under 50 invoices a month?	Awareness	no	no	no	no
Q5 Which accounting apps work well on a phone for a business owner who is always travelling?	Awareness	no	no	no	**yes**
Q6 What accounting software do Shopify and Amazon sellers use to reconcile marketplace payouts?	Awareness	**yes**	no	no	no
Q7 Which accounting tools handle 1099 contractors and payroll in one place for a small business?	Awareness	no	no	no	no
Q8 Which bookkeeping software lets my accountant log in and work on my books directly?	Awareness	no	no	no	no
Q9 Comparing cloud accounting tools for a 30-person company — which ones have proper multi-user roles and audit trails?	Consideration	no	no	no	**yes**
Q10 Which accounting software integrates with Stripe and my bank feed without third-party connectors?	Consideration	no	no	no	no

CONTINUED · 11–20 OF 20

QUESTION	STAGE	CHATGPT	CLAUDE	GEMINI	PERPLEXITY
Q11 For a services business, which tools handle recurring invoices and automatic payment reminders best?	Consideration	no	no	**yes**	no
Q12 Which accounting platforms have multi-state sales-tax automation built in rather than as an add-on?	Consideration	no	no	no	no
Q13 What does migrating five years of books from desktop accounting software to the cloud actually involve?	Consideration	no	no	no	no
Q14 Which accounting tools give real-time cash-flow forecasts rather than just past reports?	Consideration	no	no	no	no
Q15 Is per-user pricing or flat pricing better value for a growing SMB accounting setup?	Consideration	no	no	no	no
Q16 Which accounting apps do CPAs recommend to their small-business clients, and why?	Consideration	no	no	no	no
Q17 Before I commit to annual billing, which accounting software offers a full-featured free trial with data export?	Decision	no	no	no	no
Q18 Which accounting vendor gives live phone support during US business hours, not only email tickets?	Decision	**yes**	no	no	no
Q19 Which cloud accounting providers store data in the US and publish a SOC 2 report?	Decision	no	no	no	no
Q20 Can I switch accounting software mid-year without breaking my sales-tax and 1099 filings?	Decision	no	no	no	no