



GENERATIVE ENGINE OPTIMIZATION

# GEO Analytics Report

#brand1 · #country · #sector

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Brand	#brand1
Country	#country
Sector	#Sector
Competitors	#brand2, #brand3, #brand4, #brand5, #brand6
Website	<a href="https://brand1.com/">https://brand1.com/</a>
Report Date	May 2026

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*The content of this report is not based on a specific brand and has been prepared based on samples.*

# 0.1 Purpose and Scope

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## Purpose

This study analyzes how #brand1 and its competitors appear in AI-generated answers for the #sector in #country. It measures visibility, prominence, associated qualities, language tone, cited sources, and consistency across AI companies.

Brand analyzed	#brand1
Competitors analyzed	#brand2, #brand3, #brand4, #brand5, #brand6
Country	#country
Sector	#sector
AI companies included	Anthropic, Google, OpenAI, Perplexity
Personas included	personas you chose
Website audited	<a href="https://brand1.com/">https://brand1.com/</a>

## Target Outputs

- Brand visibility and ranking in AI answers
- Brand mention frequency and prominence inside answers
- Qualities and attributes associated with the brand and competitors
- Positive, neutral, cautious, and negative language around the brand
- Citation source structure and source categories
- Consistency of results across AI companies

## 0.2 Executive Summary

### #Brand1 is respected but not often selected

#brand1 shows a strong reputation but a weaker ability to win the final recommendation in AI answers.

The site audit helps explain that gap, because #brand1's audited pages showed weak freshness signals, very limited schema markup, and low factual density, which can make official pages harder for AI systems to reuse confidently.

The biggest commercial issue is not tone but conversion from mention to choice: #brand1 is present, well regarded, and consistently framed, yet it is still losing too many recommendation moments, especially against #brand6 in the tested comparison themes.

**For leadership, the takeaway is straightforward: protect the strong premium brand narrative, but invest next in comparison ready, fact rich, clearly updated content that helps AI systems justify choosing #brand1, not just mentioning it.**

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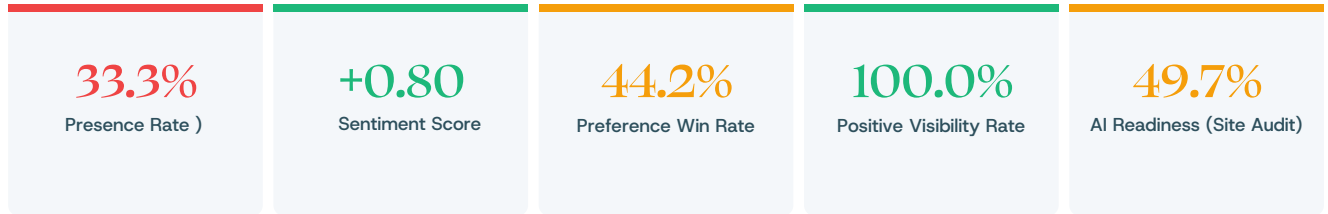
The biggest commercial issue is not tone but conversion from mention to choice: #brand1 is present, well regarded,

Strengths	Risks
<p>[+] #brand1 shows fairly consistent results across AI companies, which suggests the current pattern is stable rather than dependent on one platform.</p>	<p>[!] #brand1 is appearing in only about one third of the AI answers tested, which limits how often the brand enters consideration.</p>
<p>[+] #brand1 is supported by multiple sources per answer on average, giving AI systems enough evidence to shape user trust.</p>	<p>[!] #brand1 is often mentioned without support from #brand1-owned sources, which reduces the brand's control over how claims are justified.</p>
<p>[+] #brand1 is supported by multiple sources per answer on average, giving AI systems enough evidence to shape user trust.</p>	<p>[!] #brand1 is often mentioned without support from #brand1-owned sources, which reduces the brand's control over how claims are justified.</p>
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Analysis was conducted across the following AI platforms: Anthropic, Google, OpenAI, Perplexity.

## 0.3 Key Metric Snapshot

Green ≥ 65% Amber 35–65% Red < 35%



### What Each Metric Means

Metric	What It Measures
Presence Rate	Presence Rate means Prompt-Conditioned Visibility Rate. It shows how often the brand appears in AI answers. A high score means the brand is consistently recognized and included by AI systems.
Sentiment Score	Mean sentiment of language around the brand in AI answers. Positive means the brand is described favourably.
Preference Win Rate	Shows how often the brand is chosen in direct head-to-head questions versus competitors. Higher means stronger recommendation preference.
Positive Visibility Rate	Of the answers where the brand appears, how often is the framing positive?
AI Readiness (Site Audit)	Overall AI readiness score of the brand website, based on 16 signals. This is the one metric the company can directly fix.

### All Metrics at a Glance

Metric	Score	Explanation
Presence Rate	33.3%	The brand appears in 33% of AI answers. Low presence – needs attention.
Mean Sentiment	80.3%	Sentiment: 0.80 (on -1 to +1 scale). Positive tone.
Share of Positive Mentions	100.0%	100% of mentions are positive. Strong positive framing.
Share of Negative Mentions	0%	0% of mentions are negative. Low negativity – good.
Earned Media Authority	98.7%	Authority score: 99%. Strong earned media authority.
Preference Win Rate	44.2%	Win rate: 44%. Disadvantage vs competitors.

The site will help explain that gap, because Microsoft's website pages showed weak technical signals, very broken external links, and low textual density, which can make other pages harder for AI systems to read correctly.

The biggest commercial lead is not how far conversion from search to choice. Microsoft is present, well-regarded, and consistently framed, yet it is still losing too many recommendation moments, especially against Amazon in the direct comparison frames.

The site will help explain that gap, because Microsoft's website pages showed weak technical signals, very broken external links, and low textual density, which can make other pages harder for AI systems to read correctly.

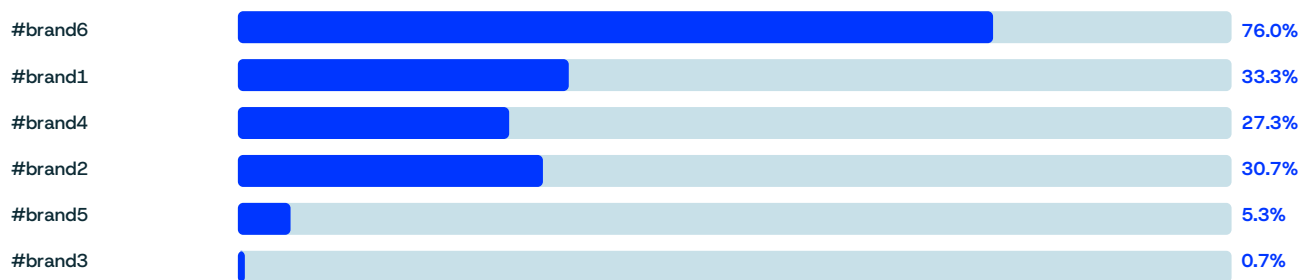
The biggest commercial lead is not how far conversion from search to choice. Microsoft is present, well-regarded,

# 1. Brand Visibility in AI Answers

This section shows whether the brand appears in AI-generated answers, how often it is named against competitors, where it appears when AI systems answer specific prompts, and how often AI systems choose it in direct head-to-head comparisons.

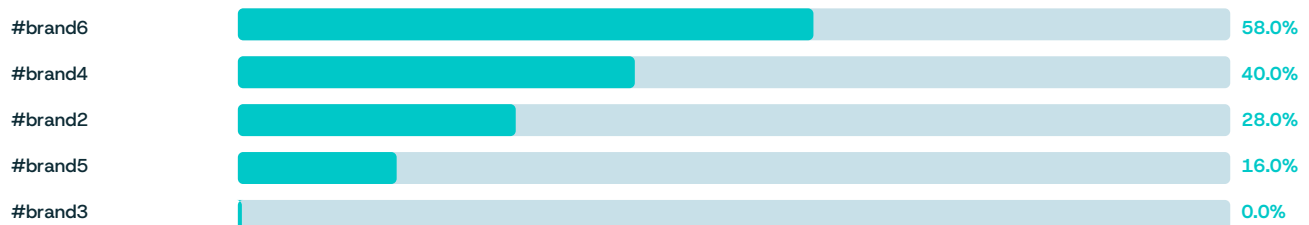
Metric	Score	Explanation
Presence Rate	33.3%	The brand appears in 33% of AI answers. Low presence, needs attention.
Preference Win Rate (	44.2%	Win rate: 44%. Disadvantage vs competitors.

## Presence Rate – % of answers



## Competitor Co-Mention Rates

The percentage of brand-containing answers that also mention each competitor.



### #brand1 is visible but often appears beside #brand6

#brand1's presence rate is 33.3%, which means #brand1 appears in about one out of every three AI answers in this dataset. By the report's own interpretation bands, that is a disadvantage rather than a strong visibility position.

The site will help make that gap, because #brand1's website pages showed weak freshness signals, very limited external mentions, and low textual density, which can make official pages harder for AI systems to read confidently.

The biggest commercial issue is not how but conversion from visitors to choose #brand1's product, well regarded, and consistently favored, yet it is still losing too many recommendation comments, especially against #brand6 in the

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The biggest commercial issue is not how but conversion from visitors to choose #brand1's product, well regarded,

Strengths	Risks
<p>[+] #brand1 appears in roughly one third of AI answers, which shows the brand is present in the conversation rather than absent.</p>	<p>[!] #brand1 has a 33.3% presence coverage rate, which is below parity and indicates a visibility disadvantage in AI answers overall.</p>

## Answer Ranking

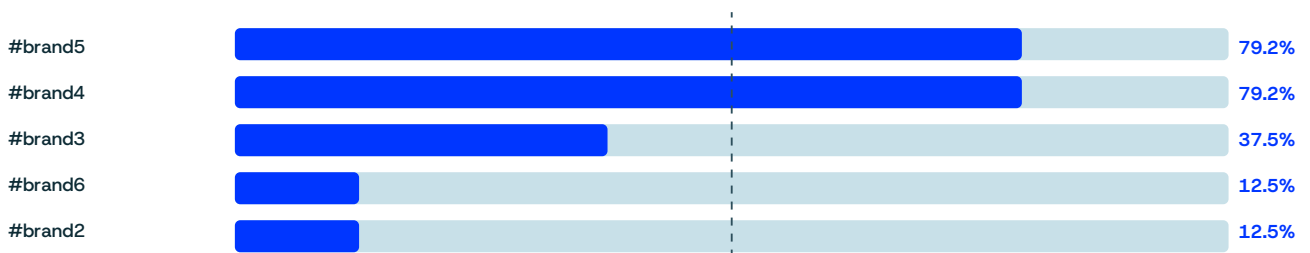
How many times each company name was detected in all collected AI answers. The average share baseline: 16.7%.

Company	Mentions	Share
#brand6	209	41.6%
#brand1	130	25.9%
#brand4	95	18.9%
#brand2	59	11.8%
#brand5	8	1.6%
#brand3	1	0.2%

Cross-AI Consistency: 80.7% – the brand’s visibility is stable and reliable across all AI companies.

## Preference Win Rate

Win rate: 44.2% overall. Each bar shows win rate of #brand1 against that specific competitor. 50% = parity.



Vertical line marks 50% (parity). Bars to the right indicate higher win rate.

The site will help explain that gap, because #brand1's website pages showed weak freshness signals, very limited schema markup, and low textual density, which can make it difficult for AI systems to read content.

The biggest commercial issue is not how but conversion from reader to choice #brand1 is present, well regarded, and consistently favored, yet it is still losing too many recommendation moments, especially against #brand1 in the brand comparison phase.

The site will help explain that gap, because #brand1's website pages showed weak freshness signals, very limited schema markup, and low textual density, which can make it difficult for AI systems to read content.

The biggest commercial issue is not how but conversion from reader to choice #brand1 is present, well regarded,

## GEO Opportunity Detection

Total Opportunities Detected 45

High-Priority Opportunities 22

Mean Opportunity Severity 72.7%

### Top Detected Opportunities

Type	Topic	Severity	Evidence / Action
Theme Order Gap	Purchase Intent	100%	#brand6 was named first in 12/12 theme answers; #brand1 was first in 0/12. Action: Publish stronger Purchase Intent proof pages.
Theme Order Gap	Discovery Popularity	90%	#brand6 was named first in 11/12 theme answers. Action: Publish stronger Discovery Popularity proof pages.
Theme Visibility Gap	Budget Assessment	80%	#brand6 appeared in 75% of theme answers, #brand1 appeared in 75%. Action: Create Budget Assessment content.
Theme Order Gap	Budget Assessment	100%	#brand6 was named first in 6/6 theme answers. Action: Publish stronger Budget Assessment proof pages.
Theme Order Gap	Premium Assessment	65%	#brand6 was named first in 6/9 theme answers. Action: Publish stronger Premium Assessment proof pages.
Theme Visibility Gap	Efficiency	65%	#brand6 appeared in 75% of theme answers, #brand1 appeared in 100%. Action: Create Efficiency content.
Theme Order Gap	Efficiency	90%	#brand6 was named first in 6/6 theme answers. Action: Publish stronger Efficiency proof pages.
Theme Visibility Gap	Discovery	100%	#brand6 appeared in 75% of theme answers, #brand1 appeared in 100%. Action: Create Discovery content.

### #brand1 has major AI content gaps

The site audit helps explain that gap, because #brand1's content pages showed weak freshness signals, very limited external mentions, and low lexical density, which can make official pages harder for AI systems to rank confidently.

The biggest commercial issue is not how far competitors from #brand1 to #brand6 in general, well-regarded, and consistently ranked, but it is still leading to many recommendation comments, especially against #brand1 in the direct comparison themes.

Strengths	Risks
[+] #brand1 has a clear set of identifiable opportunity areas, which makes the content response more actionable.	[!] #brand1 is being outranked by #brand6 in important AI answer themes, which can reduce consideration before a shopper reaches #brand1's own channels.

## 2. Brand Associations and Language

This section shows which qualities AI systems associate with the brand and what kind of language they use around it.

Metric	Score	Explanation
Mean Sentiment	80.3%	Sentiment: 0.80 (on -1 to +1 scale). Positive tone.
Share of Positive Mentions	100.0%	100% of mentions are positive. Strong positive framing.
Share of Negative Mentions	0%	0% of mentions are negative. Low negativity – good.
Share of Cautious Mentions	4%	Score: 4%. Low uncertainty in wording.

### Sentiment Comparison by Brand (Mean Sentiment, 0=negative, 1=positive)



### Positive Framing Rate

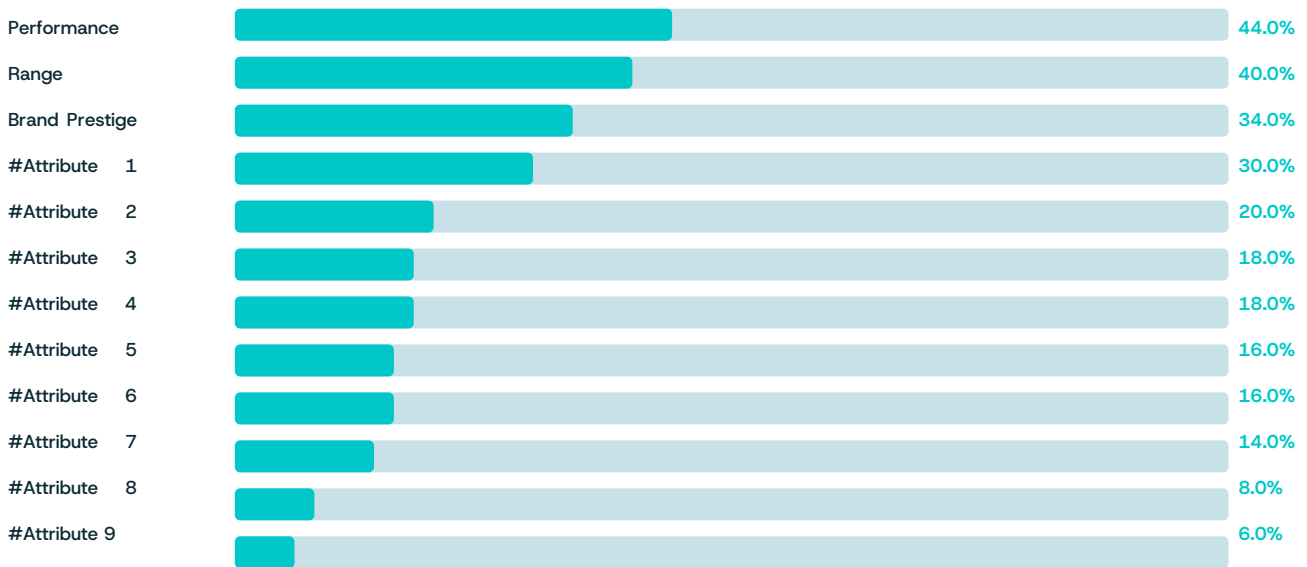


### Negative Framing Rate



## Attribute Frequency Chart

How often each attribute appears across #brand1 attribute extractions.



### #brand1 is linked to premium performance

Mean sentiment is 0.80, indicating the overall wording around #brand1 is strongly positive. The most common associations are performance at 0.44, range at 0.40, and brand prestige at 0.34, followed by price value at 0.30, positioning #brand1 as a capable, premium vehicle rather than a budget-led choice. Design at 0.20 and durability and availability at 0.18 are present but clearly secondary, while reliability and charging time at 0.16 are discussed less often than performance and range. #brand1's current AI narrative is strongest on excitement, capability, and premium appeal, but less established on practical ownership proof points such as reliability, charging convenience, warranty, and maintenance costs.

The site will help explain that gap, because #brand1's website pages showed some features, like very limited extreme weather and low fuel economy, which can make other pages harder for AI systems to read correctly.

The biggest commercial issue is not how but how often to mention to #brand1 a premium, well-regarded, and consistently framed, yet it is still being too many recommendation comments, especially against #brand1 in the social comparison terms.

The site will help explain that gap, because #brand1's website pages showed some features, like very limited extreme weather and low fuel economy, which can make other pages harder for AI systems to read correctly.

The biggest commercial issue is not how but how often to mention to #brand1 a premium, well-regarded,

Strengths	Risks
<p>[+] #brand1 is described positively in all measured AI mentions, with no negative framing recorded.</p>	<p>[!] #brand1 is discussed less often on reliability, charging time, warranty, and maintenance costs, leaving practical ownership questions underdeveloped.</p>

### 3. Source Analysis

This section groups the sources AI systems used when forming answers. The goal is to understand whether answers are supported by brand websites, forums, e-commerce platforms, news portals, or other sources.

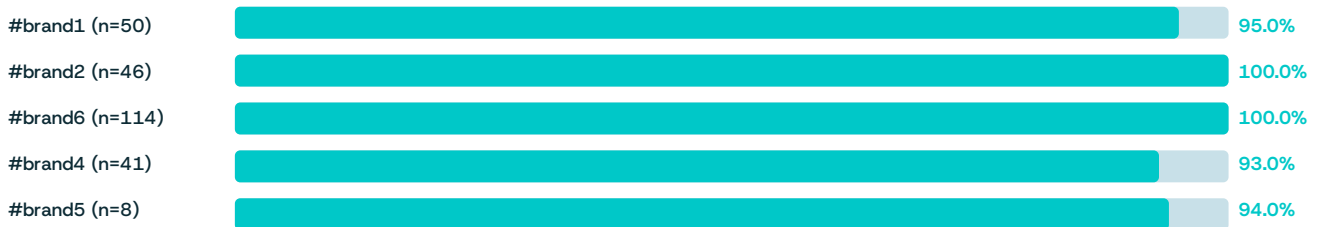
Metric	What it measures
Mean Citations per Answer	The mean number of source links or references included in each AI answer. Higher means the AI backs its claims with more external sources.
Mean Domain Diversity	The mean number of distinct website domains cited per answer. Higher means the AI draws from a broader range of sources.
Earned Media Authority Score	Share of third-party (non-brand-owned) citations among all citations. Higher means AI answers rely more on external sources than the brand's own domains.

#### Mean Citations per Answer



Index scaled to max. Actual: #brand1=4.78, #brand2=5.43, #brand6=5.12, #brand4=5.07, #brand5=4.62.

#### Mean Domain Diversity

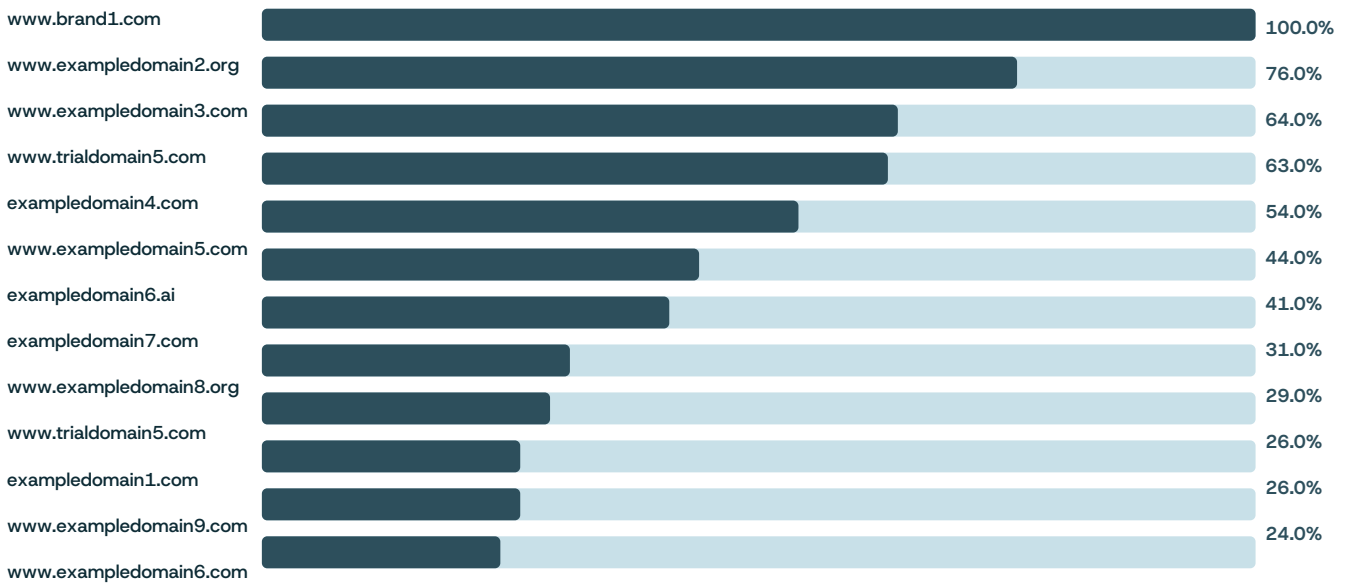


Index scaled to max. Actual: #brand1=3.78, #brand2=3.98, #brand6=3.98, #brand4=3.71, #brand5=3.75.

#### Source Categories

Source Category	Citations	Main Domains
Brand websites	10	#brand1.com (10)
User forums	23	#brand1.com (8), #brand2.com (8), #brand6.com (7)
E-commerce platforms	15	#brand1.com (11), #brand2.com (4)
News portals	119	#brand1.com (88), #brand2.com (11), #brand6.com (20)
Other sources	618	#brand1.com (178), #brand2.com (17), #brand6.com (263)

## Source Domain Frequency



## Most Cited Source Links

Count	Title	URL
21	Most Reliable #sector 2026: Data-Backed Guide	brand1.com/articles/...
19	Best Brands of 2026 – news/	news.com/sector/advice/...
17	Best of 2026 – Top-Rated brands in sector	.com/sector/rankings/...
16	www.addthis.com	www.addthis.com/brand1.com/
15	Top 10 Most Reliable Brands for Consumers	www.addthis.com/brand1.com/
15	www.addthis.com	www.addthis.com/brand1.com/
15	www.hugoboss.com	www.hugoboss.com/brand1.com/
14	www.addthis.com	www.addthis.com/brand1.com/
13	addthis.com	addthis.com/brand1.com/
10	Top 10 Most Affordable Brands for 2026	www.addthis.com/brand1.com/

### Citation Failure Diagnosis

A 'citation failure' occurs when the brand is named in an AI response, but no source links from the brand's pages are included as supporting evidence. This gap matters because citation drives authoritative visibility — it is not enough to be mentioned; the brand should also be trusted as a source.

### #brand1 Mentioned, But Rarely Cited

The site audit helps explain this gap, because #brand1's website pages showed weak technical signals, low content volume metrics, and low backlink density, which can make search engines find it difficult to trust #brand1. The biggest commercial issue is not how but how often #brand1 is mentioned in content, with repeated

Strengths	Risks
<p>[+] #brand1 is visible in AI answers, appearing in 18 of 45 responses.</p>	<p>[!] #brand1 is mentioned without #brand1-owned evidence in many cases, weakening ability to shape how AI answers justify claims.</p>

Finding: Brand Pages Not Used As Evidence. This category summarizes the most likely reason source support is weak. (Diagnosis confidence: 70%.)

### Brand Mentions vs. Source Citations by AI Company

AI Company	Total Responses	Brand Mentioned	Brand in Sources	Citation Gap
Anthropic	45	6	0	-6
Google	45	10	0	-10
OpenAI	45	18	0	-18
Perplexity	45	16	0	-16

### AI relies on third party sources

Mean Citations is 5.23, which means a typical AI answer used about five sources, giving #brand1 a reasonable amount of supporting evidence. Mean Domain Diversity is 4.11, so those citations usually come from about four different websites,

and consistently across all AI models, indicating that many recommendations consistently appear across AI models in the brand comparison format.

The data will likely indicate that gaps between #brand1's content pages showed weak evidence signals, and limited evidence metrics, and low brand diversity, which can make official pages harder for AI systems to read correctly.

Strengths	Risks
<p>[+] Solid Mean Citations level of 5.23 — AI answers usually include multiple pieces of evidence.</p>	<p>[!] Only 10 brand site citations — AI answers may mention #brand1 but support claims with outside sources.</p>

## 4. Site Audit & AI Readiness

Overall AI Readiness Score: 49.7% — Fair This composite score summarises how well the site is prepared to be crawled, understood, trusted, and cited by AI answer engines.

### 15 AI Readiness Signals

Signal	What it measures	Score	Status
Schema Markup	Structured data that helps AI identify entities, products, facts, and page purpose.	—	Weak
Meta Tags	Titles and metadata that summarize the page for crawlers and answer engines.	65%	Good
Content Structure	Heading hierarchy and page structure that make content easier to parse and quote.	—	Weak
E-E-A-T Signals	Evidence of expertise, authoritativeness, trust, dates, authorship, and sources.	—	Weak
Entity Definitions	Clear definitions of the brand, products, locations, and relationships.	—	Weak
FAQ Structure	Question-answer content that maps directly to conversational AI queries.	—	Weak
Internal Linking	Links that help crawlers discover related pages and understand topical depth.	53%	Fair
Crawler Access	Robots, status codes, and accessibility signals for AI crawlers.	85%	Good
Content Freshness	Visible update signals that help AI prefer current content over stale pages.	—	Weak
Factual Density	Specific facts, numbers, evidence, and citations useful for answer synthesis.	—	Weak
Brand Presence	How clearly the page reinforces the brand entity and recognized identifiers.	—	Weak
Readability	How easy the text is to understand, extract, and summarize.	—	Weak
Page Performance	Speed and technical quality affecting crawlability and accessibility.	77%	Good
Link Health	Whether internal and external links resolve correctly and support trust.	50%	Fair
Multimedia	Images, video, alt text, and transcripts that support entity understanding.	53%	Fair

## #brand1's AI readiness is currently mixed

The overall score is 0.497, which indicates a mid-level result rather than a strong one, and the homepage technical score is lower at 0.442. The audit covered 20 pages, with no discovered pages left unaudited. A positive sign is that the site is not considered JavaScript-heavy, which means AI systems and crawlers are less likely to struggle with basic page access. The bigger weaknesses are content and trust signals: freshness scored 0.0, schema markup scored 0.04, and entity definitions scored 0.133, all of which make it harder for AI systems to judge #brand1's pages as current, well-labeled, and authoritative. Factual density is also weak — the audited page currently shows 0.00 statistics per 100 words against a target of at least 1.25.

The site audit helps explain that gap, because #brand1's audited pages showed weak freshness signals, very limited schema markup, and low factual density, which can make official pages harder for AI systems to read confidently.

The biggest commercial issue is not how fast conversion from visitor to choice #brand1 is present, well-regarded, and consistently framed, yet it is still losing too many recommendation moments, especially against #brand1 in the brand comparison frames.

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Strengths	Risks
<p>[+] Not running a JavaScript-heavy experience, reducing the risk that AI systems and crawlers miss core page content.</p>	<p>[!] Extremely weak schema markup at 0.04 — limits how clearly the site explains page meaning, brand identity, and content details to machines.</p>
<p>Weakness: Limited schema markup (0.04) — limits how clearly the site explains page meaning, brand identity, and content details to machines.</p>	<p>Weakness: Limited schema markup (0.04) — limits how clearly the site explains page meaning, brand identity, and content details to machines.</p>
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## 5. Recommendations

These recommendations are consolidated from the measured report data: AI answer visibility and wording metrics, source and citation metrics, website audit signals, content gap detection, and citation failure diagnosis.

Priority	Recommendation
1	Build comparison ready pages that clearly explain why #brand1 is the better choice versus #brand6, #brand4, #brand2, and other close alternatives for specific #persona 4 needs.
2	Expand #brand1-owned content on decision topics such as price, range, charging, reliability, ownership costs, incentives, and model specific tradeoffs, using plain language and clear facts.
3	Improve #brand1.com so AI systems can trust and cite it more easily by adding visible update dates, stronger schema markup, and more quantified product and ownership details.
4	Prioritize the highest impact content gaps first, especially Purchase Intent, Discovery Popularity, Budget Assessment, and Premium Assessment topics identified in this run.
5	Increase high authority third party coverage and validation so AI answers have stronger external proof points when recommending #brand1.
6	Build more AI visible content that clearly answers comparison questions between #brand1 and #brand5, since #brand5 is the most common co-mentioned competitor.
7	Create pages and supporting third party content that explain where #brand1 differs from #brand4 and #brand2 on use cases, ownership experience, charging, range, and lifestyle fit.
8	Expand content for specific #persona 4 perspectives so future reporting can show where #brand1 is more or less visible by question type.
9	Prioritize evidence rich content that helps AI answers mention #brand1 on its own merits, not only as one option in a competitor list.
10	Build more publishable proof around #brand1 reliability, charging experience, warranty coverage, and maintenance costs so AI answers have stronger evidence on ownership topics.
11	Strengthen content that connects #brand1 performance and range to everyday use cases, helping the brand move from aspirational language to practical confidence.
12	Increase clear, reusable messaging on #brand1 availability and delivery expectations in the USA to reduce uncertainty in purchase-oriented AI answers.
13	Support #brand1's premium positioning with concrete comparisons on total value, not just sticker price, so price-value mentions become more persuasive.
14	Expand #brand1's official website content for the questions buyers ask most, including comparisons, charging, ownership costs, reliability, range, incentives, and model specific FAQs, so AI answers have more official pages to cite.



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