

How To Improve Your Brand's AI Visibility

Three original research studies reveal **what AI engines actually recommend**, **where those recommendations come from**, and **how much buyers trust them** — and what your brand can do about it.



PRESENTED BY

Kelsey Libert · Co-Founder, Fractl



RESEARCH BY

Dan Tynski · Co-Founder, Fractl

THE RESEARCH BEHIND THIS SESSION

WHAT AI ACTUALLY RECOMMENDS

11,573 AI answers analyzed

~1,000 real buyer queries across 15 industries, run through 6 AI engines — ChatGPT, Google AI Overviews & AI Mode, Gemini, Perplexity, Copilot.

WHERE AI RECOMMENDATIONS COME FROM

6,000+ retrieval experiments

Controlled tests across 9 leading AI models, plus a full training-data corpus analysis (OLMo 2, ~4T tokens, via the Allen Institute for AI).

AI SEARCH ADOPTION & TRUST STUDY

1,158 people surveyed

1,008 U.S. consumers + 150 marketers on AI search trust, adoption, and brand strategy — Fractl × Search Engine Land.



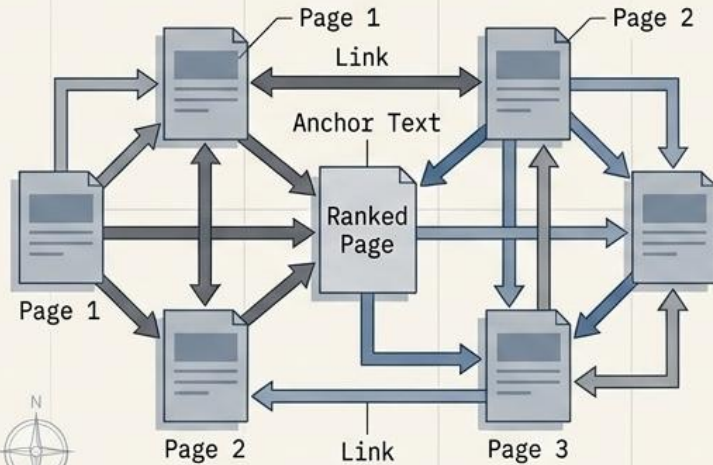
PART I:

STOP FALLING FOR AI VISIBILITY VANITY METRICS

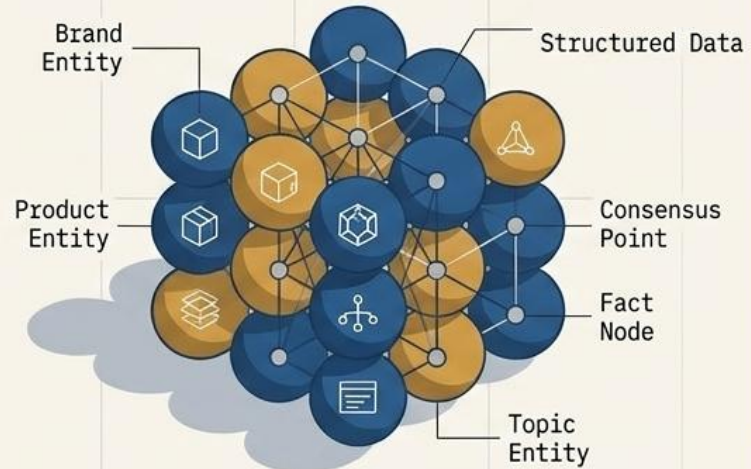


THE PHYSICS OF SEARCH HAVE SHIFTED FROM PAGE RANK TO **ENTITY AUTHORITY**

Google's Algorithm: Pages + Links



LLM Retrieval: Entities + Consensus



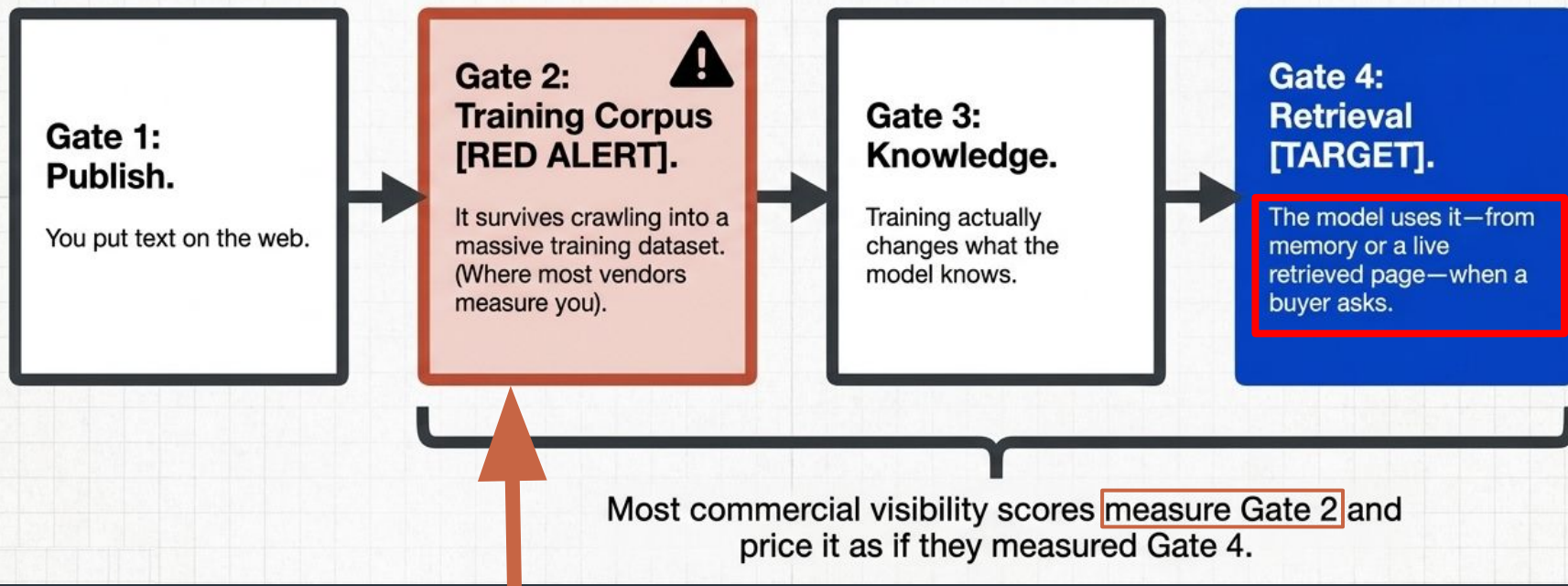
You are no longer optimizing a webpage to rank in a list. You are engineering a brand entity to be included in a mathematical synthesis.

“ENTITY SYNTHESIS” OCCURS ACROSS TWO SYSTEMS

MARKETERS CAN MORE EASILY INFLUENCE RETRIEVAL

STATIC TRAINING DATA		LIVE WEB INDEX	
Engine 1: MEMORY (The Trap)		Engine 2: RETRIEVAL (The Lever)	
👉 Source: Trillions of words of web text (Training Data).		👉 Source: 5 to 9 specific sources fetched during a live search.	
👉 Speed: Read once, months or years ago. Slow to change.		👉 Speed: Real-time, instant updates.	
👉 Editability: Impossible to edit directly.		👉 Editability: Highly editable via targeted SEO/PR on specific pages.	
👉 Budget Impact: Requires massive, endless content generation.		👉 Budget Impact: High impact, low cost. A single great page wins.	

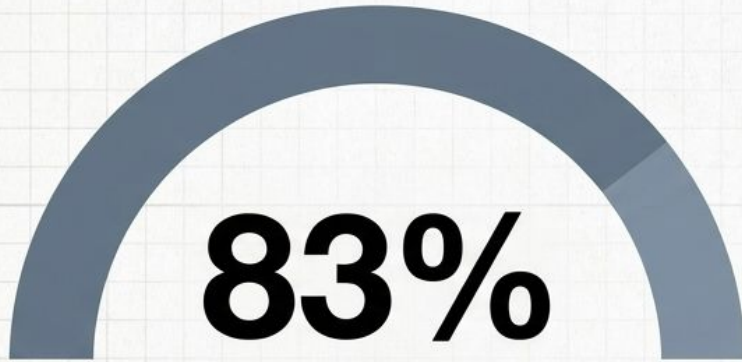
“AI VISIBILITY” SCORES ARE AN *EXPENSIVE ILLUSION*



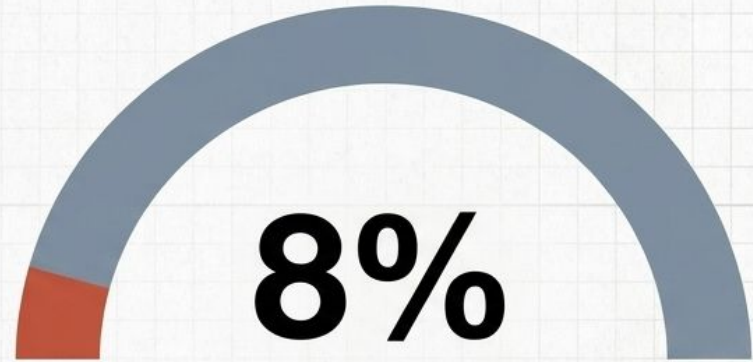
Most AI visibility vendors sell a vanity metric: “Corpus Footprint”
(how many times your brand is written about on the web)

WHERE CONTENT BUDGET GOES TO DIE: *KNOWING YOU EXIST VS RECOMMENDING YOU*

What does a massive “corpus footprint” actually buy you in an AI’s memory?
We tested brands with under 1,000 mentions in the training data against Claude Haiku.



Knows you exist. (Asked “Is [Brand] a real place?”, the model gets it right instantly).



Names you unprompted. (Asked to “Name 12 providers”, you don’t make the cut).

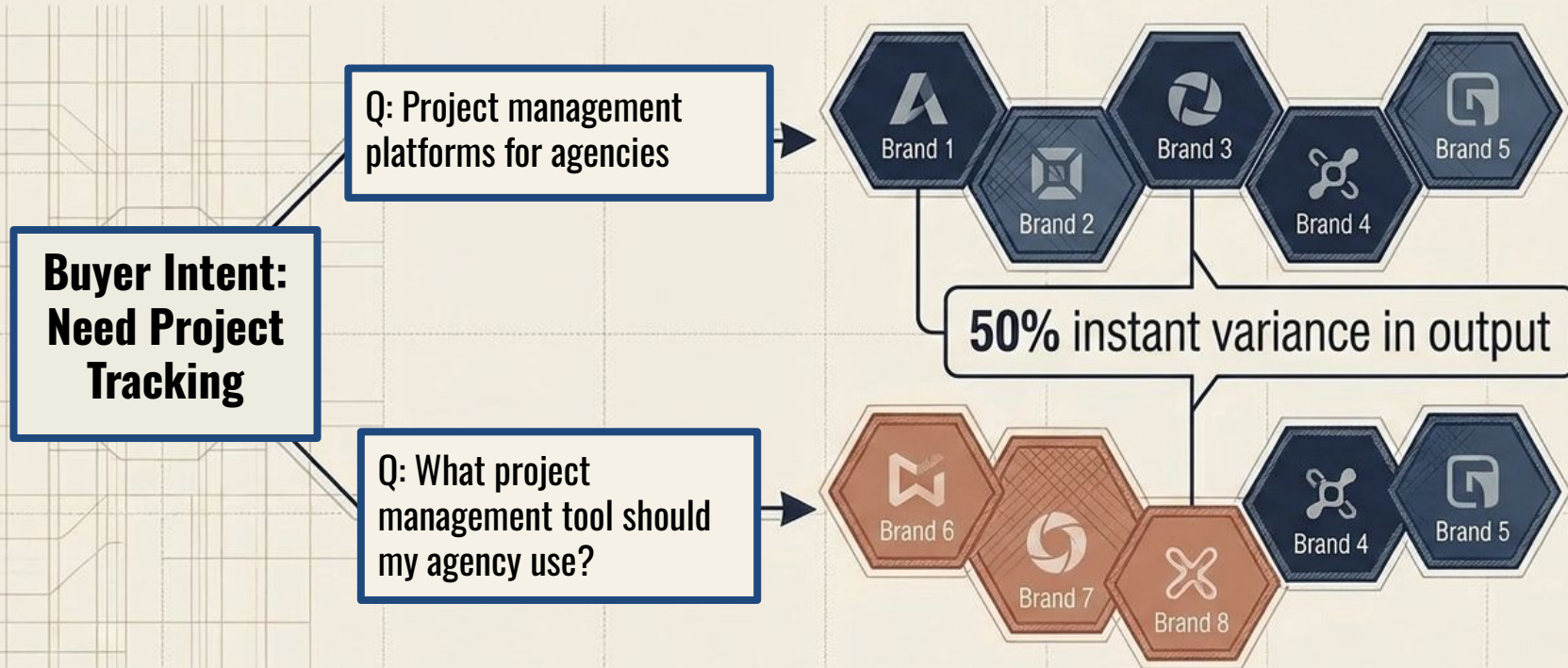
Recognition is cheap. Being volunteered from memory is incredibly rare.
The gap between these dials is where your content budget goes to die.

CONFIDENTIAL
AUDIT REPORT

CONFIDENTIAL
AUDIT REPORT

THE VOLATILITY OF PHRASING

Rewording the same question changes ~ *50% of the recommended brands*

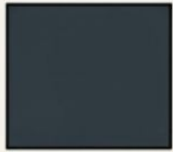


REPEAT RUN VOLATILITY RULE

Ask the same exact question twice, *50% of the brands change*

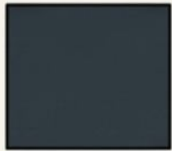
Query A:

Best project management software for agencies



Query B (Identical text):

Best project management software for agencies

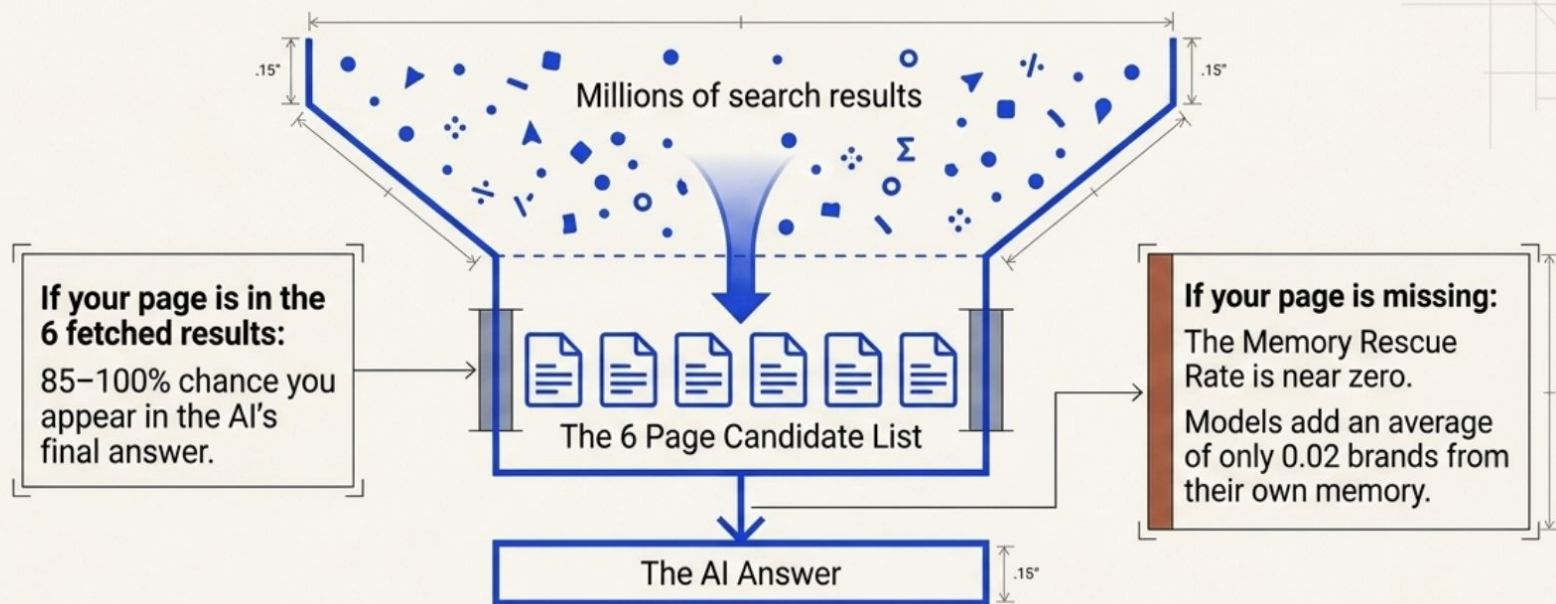


A SINGULAR “AI VISIBILITY CHECK” IS NOISE

Engine	Brands	Sources	Same twice?
Google AI Overviews	3.5	10	84%
Google AI Mode	5.8	25	62%
Gemini	4.9	10	54%
ChatGPT	4.9	13	54%
Perplexity	5.0	10	53%
Copilot	4.6	5	49%

The engines agree $\frac{1}{3}$ of the time

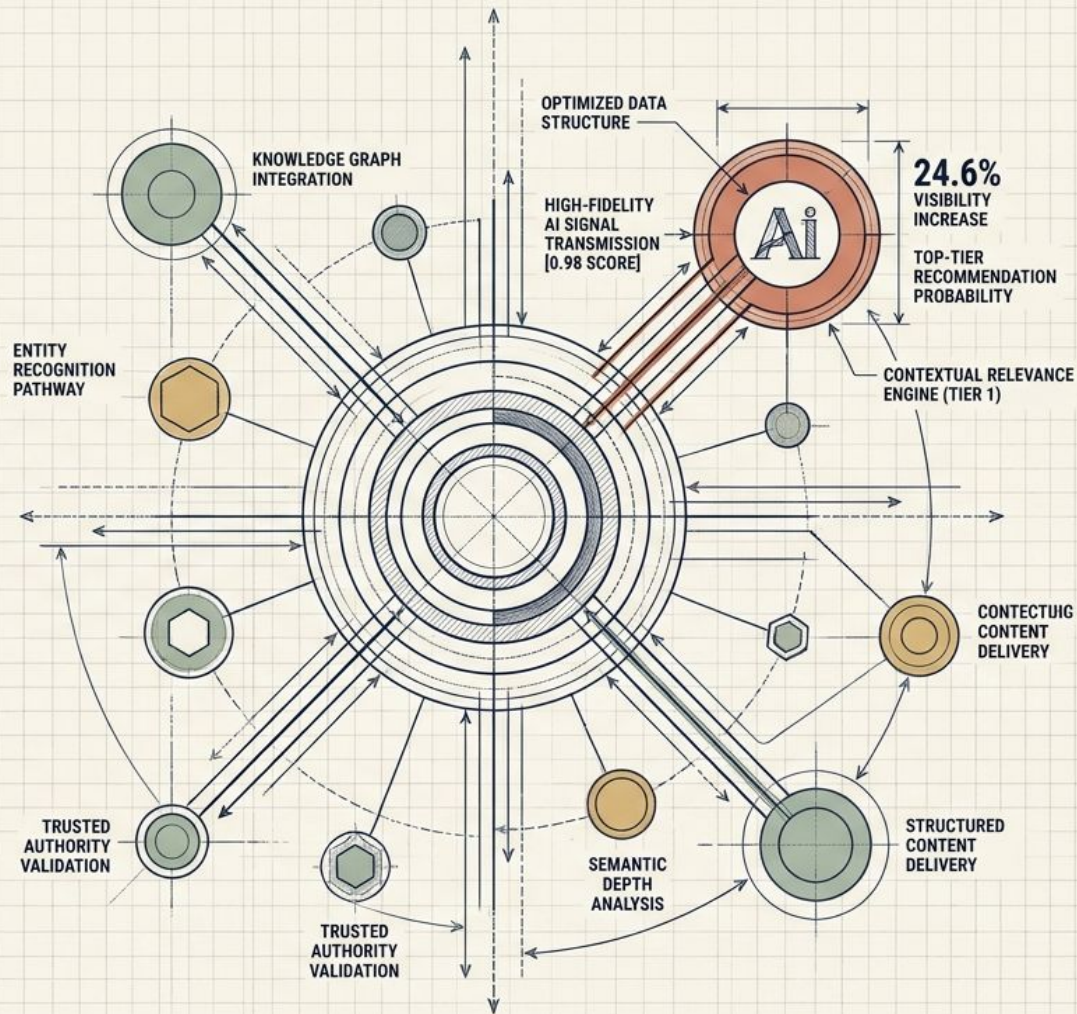
IF YOU'RE NOT IN THE 5-9 LINKS AI PULLS DURING LIVE SEARCH, **YOU ARE DEAD.** *MEMORY WILL NOT SAVE YOU.*



PART II:

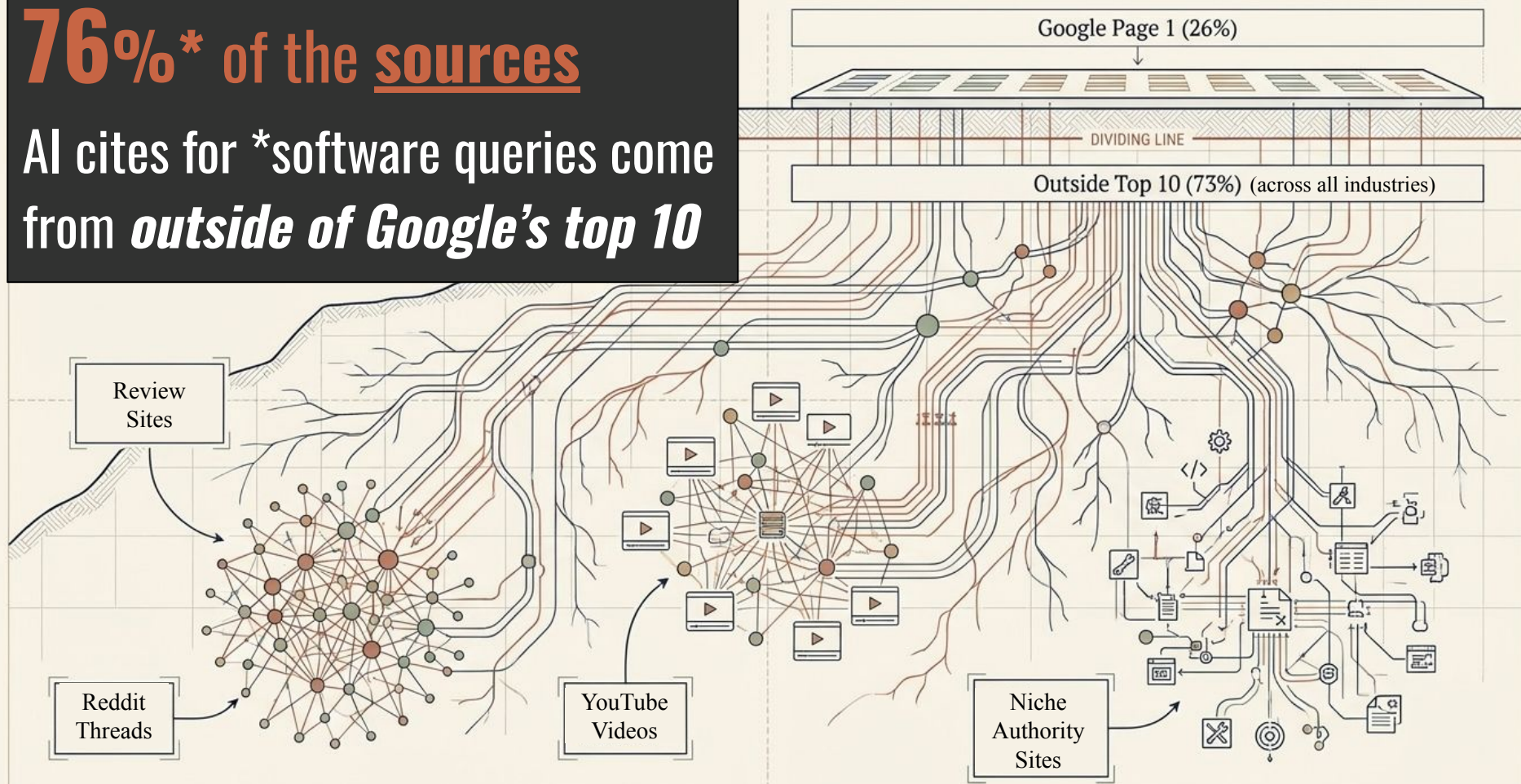
HOW TO IMPROVE YOUR BRAND'S AI VISIBILITY

BASED ON RESEARCH, NOT GROUPTHINK



76%* of the sources

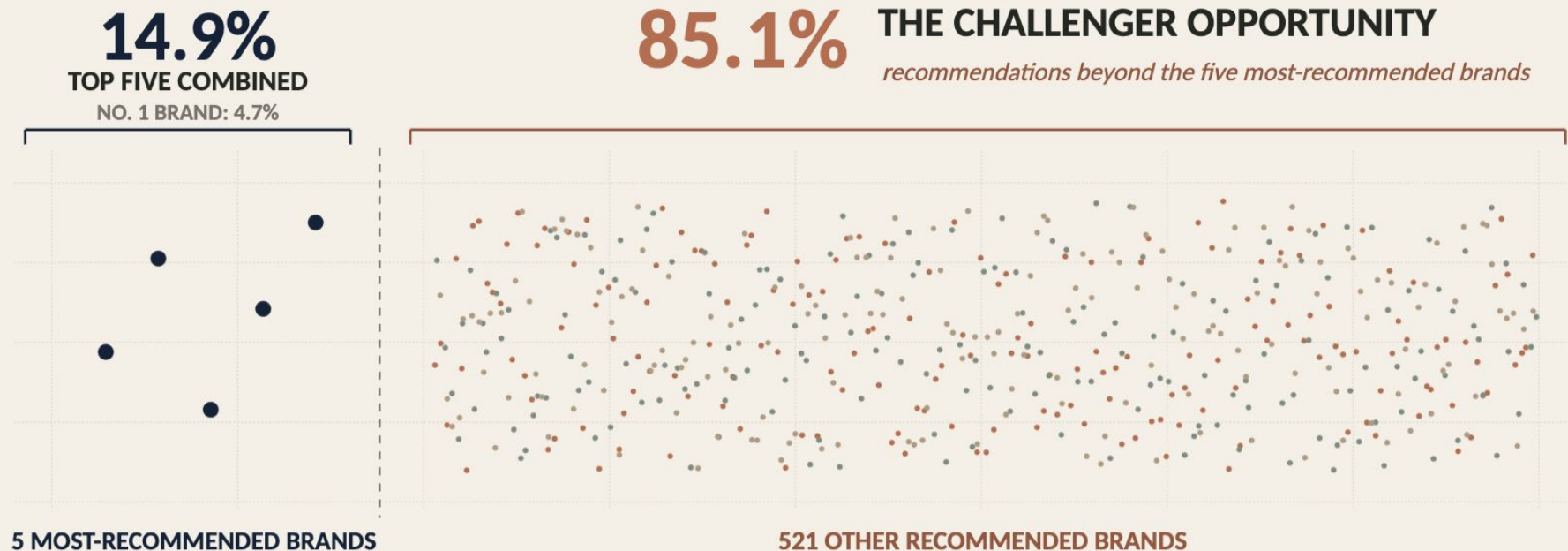
AI cites for *software queries come from *outside of Google's top 10*



But ranking still matters: the #1 SERP result was cited 93% of the time.

CATEGORY LEADERS DON'T OWN AI RECOMMENDATIONS

THE #1 SOFTWARE BRAND CAPTURES JUST 4.7%



SOFTWARE FINDER & REVIEW PLATFORMS

ACCOUNT FOR 1 IN 5 SOFTWARE CITATIONS

ANSWER-LEVEL PREVALENCE

74%

OF SOFTWARE-BUYING
ANSWERS CITE AT
LEAST ONE REVIEW OR
COMPARISON PLATFORM

CITATION-LEVEL SHARE

21%

OF ALL CITATIONS IN
SOFTWARE ANSWERS GO
TO REVIEW OR
COMPARISON PLATFORMS

The 'Surround Sound' Strategy



You cannot wait for buyers to prompt your name. You must digitally co-occur wherever your primary competitor is mentioned.

LEARN WHAT & WHO AI IS CITING IN YOUR NICHE

FRACTL AGENTS: AI VISIBILITY CHECK

25 Pages of Actionable, Industry-Specific Insights

“AI Visibility”

How AI sees you

- **Visibility:** Payless Power appears in **69% (63%–74%)** of AI answers across consumer surfaces (share of sampled runs; 95% confidence interval in parentheses).
- **Own-site citations:** 41% (35%–46%) of answers cite paylesspower.com directly.
- **Share of voice:** 82% — of every mention of you or a tracked competitor, this is your slice (0–100%, higher is better).

Where you show up (and where you don't)

Surface	Visibility (95% CI)	Site cited	Share of voice
ChatGPT	57% (46%–68%)	15% (8%–24%)	78%
Gemini	80% (70%–87%)	31% (21%–42%)	79%
Google AI Overviews	60% (48%–71%)	41% (30%–54%)	84%
Perplexity	76% (65%–84%)	76% (65%–84%)	89%

Biggest gap: ChatGPT — visibility 57% (46%–68%) vs 80% (70%–87%) on Gemini. The confidence intervals do not overlap; this is a real gap, not sampling noise.

“Share of Voice”

Brand	Visibility
https://paylesspower.com/ (you)	69% (63%–74%)
https://nowpowertexas.com/	5% (3%–8%)
https://pogoenergy.com/	3% (2%–6%)
https://www.acaciaenergy.com/	3% (2%–6%)
https://www.frontierutilities.com/	3% (1%–5%)
https://powermepronto.com/	0% (0%–1%)

“Competitor Query Ownership”

Ranked by AI search volume. ‘AI share’ = how much of total search for this term is now happening in AI vs Google.

Question	AI searches/mo	AI share
content marketing agencies	120	3%
best content marketing agencies	100	26%
what is digital pr	79	72%

IDENTIFY YOUR AI CITATION LINK GAPS

FRACTL AGENTS: AI CITATION TARGETS

Cited Directories, Listicles, Reddit Threads, & More

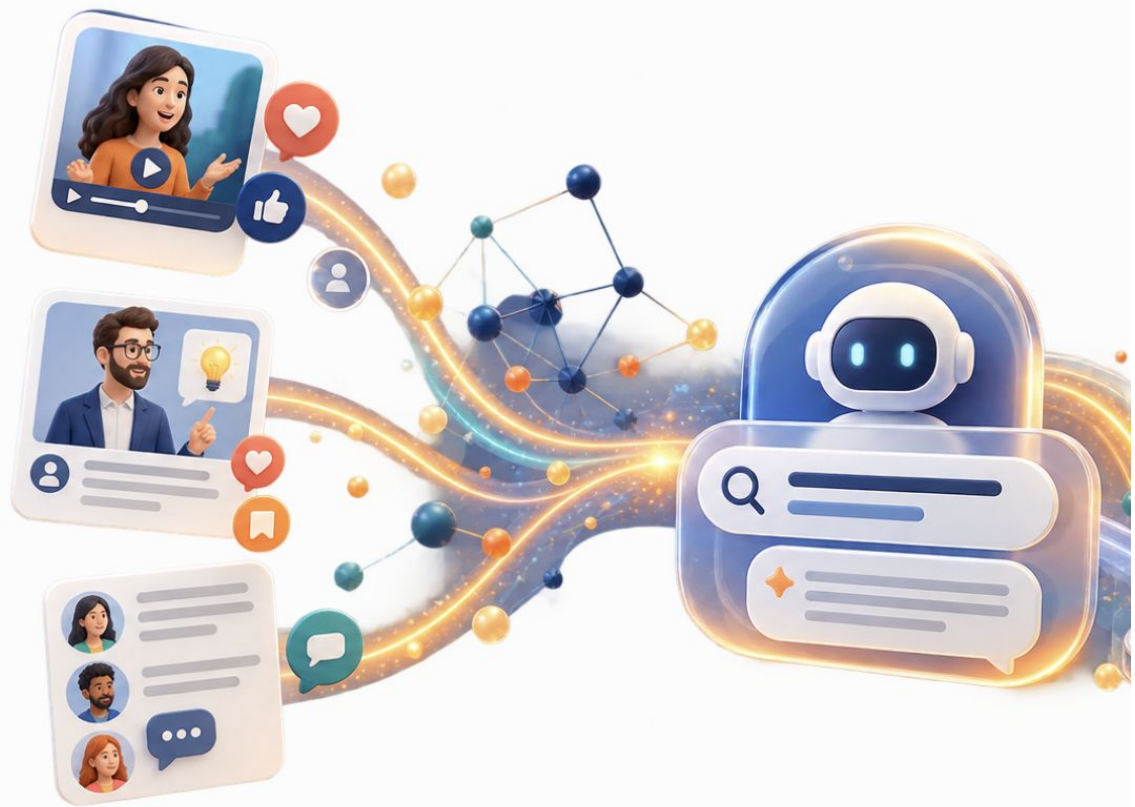
Domain	Target URL	Page Title	Contact Name	Recommended Action	Priority / Status
reporteroutreach.com	https://www.reporteroutreach.com	Best Digital PR Agency	Brandon Schroth (Founder)	LinkedIn: linkedin.com/in/hirebrandonschroth	Pitch inclusion leading with hard metrics (placement volume avg DR notable outlets) - mirrors his own metrics-first bio style; do not use an academic/study angle
prezly.com	https://www.prezly.com/academy	Digital PR Agency (Pre	Katelynn Marfousi	Pitch a data-backed case study or campaign results to fill the page's evidence gap plus request directory/comparison inclusion; ethical non-pushy framing required	MEDIUM-HIGH - AI impressions 0.6; highest authority score (532) of the 3 roundups
outreachmama.com	https://www.outreachmama.com	Best Digital PR Agency	Jovan Jovanovic	Pitch inclusion framed as a data-driven "third lane" beyond guest posting vs. niche edits using their own control/speed/relevance trade-off language	MEDIUM - AI impressions 0.44
reddit.com	https://www.reddit.com/r/DigitalPR	How much to expect to	N/A - direct participation not a pitch	Post a genuinely useful non-promotional answer on pricing/ROI; no link-drop	HIGH - AI impressions 0.42; cited by Google AI Mode; reach 374

YOU'RE ACTUALLY COMPETING FOR A NOUN PHRASE.

Phrase Matrix			
1	Vercel	Frontend deployment platforms	8 / 8
2	Vercel	Web hosting software	0 / 8
3	Beehiiv	Newsletter software	8 / 8
4	Beehiiv	Publishing software	0 / 8
5	Notion	Note-taking software	8 / 8
6	Notion	Enterprise content services	0 / 8

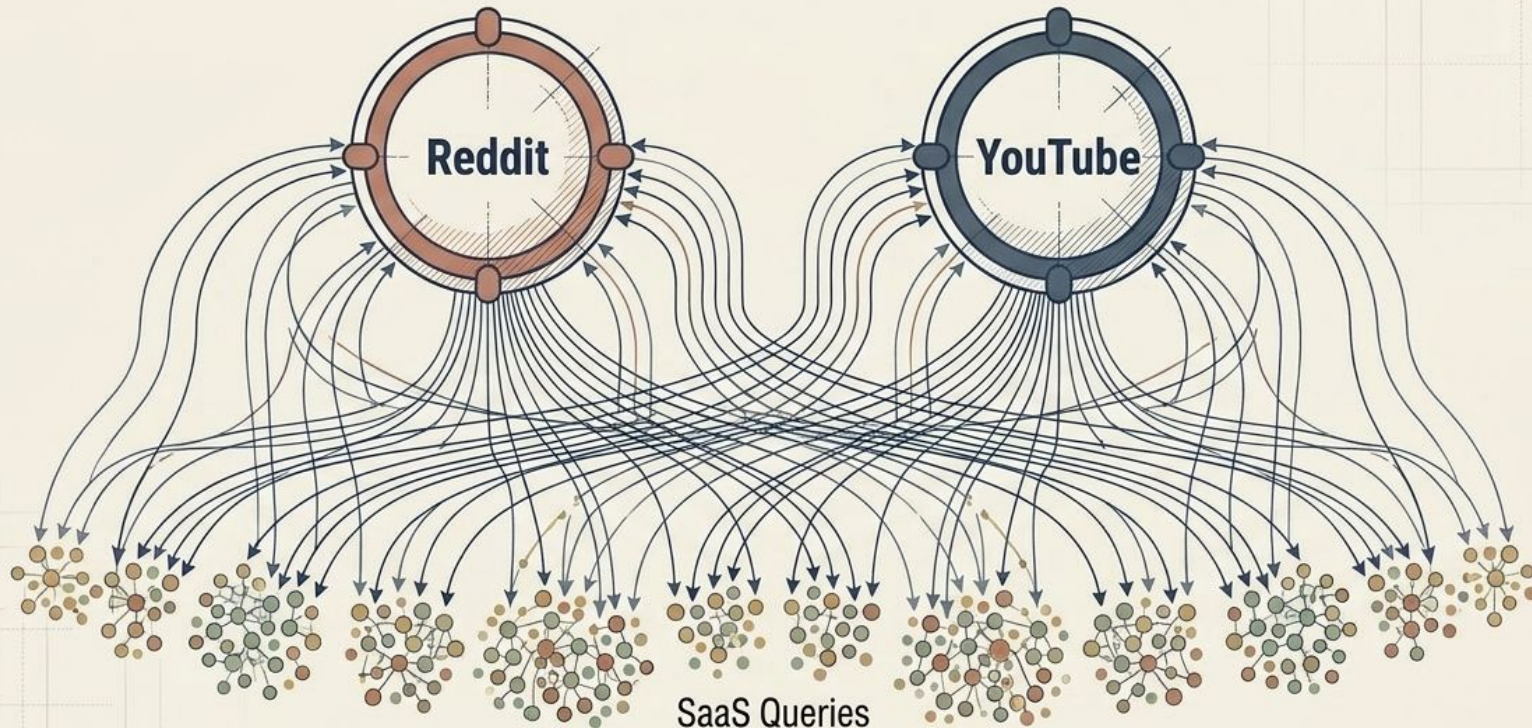
Ask a model to name providers using **5 different synonyms** a buyer would type. *Map & adapt your marketing copy to match.*

HOW SOCIAL MEDIA INFLUENCES AI VISIBILITY



BUILD WHERE THERE'S COMMUNITY

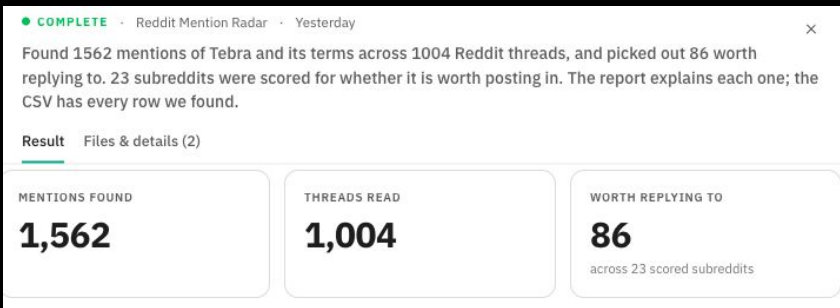
Reddit (279) and YouTube (348) out-cite every review platform in software



Requires genuine participation and creator relationships, not spam. AI extracts sentiment directly from these threads.

FRACTL AGENTS: REDDIT MENTION RADAR

IDENTIFY HIGH-IMPACT SUBREDDITS & THREADS WITH COMMUNITY INSIGHTS



Analyst Report Helps You:

- Find high-value buyer conversations
- Uncover objections and product friction
- Spot credible response opportunities
- Prioritize live, high-impact threads
- Strengthen messaging and community authority

post_title	subreddit	keyword_matched	mention_text	sentiment	opportunity_type	mention_context
ERP Recommendations for a Very Quickly Growing Company	ERP	ehr recommendations	Two options I'd recommend Acumatica and Odoo. Acumatica: I have used it and it's pretty good for manufacturing and construction.	positive	recommendation_request	Recommending Acumatica and Odoo ERP systems; Acumatica praised for manufacturing.
I need a low cost EHR	healthIT	ehr recommendations	I need a low cost EHR	neutral	recommendation_request	Healthcare IT professional seeking low-cost EHR solution.
Need help choosing an EHR for solo private practice	Psychiatry	switching ehr	I'm currently looking at Charm, Valant, and SimplePractice, so I'd love feedback on those specifically.	neutral	recommendation_request	Psychiatrist seeking feedback on Charm, Valant, and SimplePractice for solo practice.
What EHRs are the best?	PMHNP	ehr recommendations	What EHRs are the best?	neutral	recommendation_request	PMHNP asking which EHRs are the best.
What is the best EHR software for therapists?	therapists	ehr recommendations	What is the best EHR software for therapists?	neutral	recommendation_request	Therapist asking which EHR software is best.
What are some underrated EHRs that are good for small practices?	MedicalAssistant	best ehr	We've seen a lot of small practices do well on lighter EHRs like Elation, DrChrono, Kareo or even AdvancedMD when configured right.	neutral	recommendation_request	Recommendation of lighter EHRs for small practices: Elation, DrChrono, Kareo, AdvancedMD.
Which EHR do you like and why? 10+ group practice.	therapists	ehr recommendations	Which EHR do you like and why? 10+ group practice.	neutral	recommendation_request	Group practice manager asking for EHR recommendations and user experiences.
Looking for a CRM that makes running a dental clinic simpler	CRMSoftware	patient engagement sof	Looking for a CRM that makes running a dental clinic simpler	neutral	recommendation_request	Request for CRM software recommendation to simplify dental clinic operations.

FRACTL AGENTS: SHORT-FORM VIDEO + ANALYSIS

ANALYZE TRENDING TOPICS, COMPETITORS, AND CONTENT IDEAS & CREATE VIDEOS



✓ RESULT READY · JUST NOW

Saas Ai Agents Marketing Automation — Video Content Strategy

2,089 words · 10 min read

Because you asked me to [create a video genome for SaaS AI agents marketing automation](#) →, here's your video genome.

Video Genome — SaaS AI agents marketing automation

44 videos · 368 comments · decoded

The category is moving from 'automation feature' to 'headcount replacement' — the buyer is a solo founder or small team asking 'what role does this fill?' not 'what task does this do?'

WINNING FORMATS

Build-by-Example Tutorial

20%

Automation-Promise Demo

18%

Numbered Solution Listicle

16%

Live-Demo Walkthrough

14%

Myth-Busting Instruction

11%

MAKE THESE NEXT

1 I replaced my marketing team with AI agents — here's the exact stack and what each agent does

2 Copy my exact AI agent workflow — free templates included (no coding required)

3 What AI agents actually cost: the honest breakdown of APIs, platforms, and hidden fees

UNANSWERED QUESTIONS

How can I access the workflow templates and visual diagrams?

23 asking

What accounts and subscriptions do I need to start using AI agents with this platform?

18 asking

Can I use free or open-source models with this platform?

12 asking

BREAKOUT PROOF

99% @theviableedge

I asked AI to build my entire marketing team

73% @microscopicsun

DAY 1

Full playback + analyst report in the workspace · ~\$0.89

Where to Play

Stop	Go
Generic "does AI work?" trust-builders	Role-by-role marketing team replacement walkthroughs
Hype/promise demos with no real build	Step-by-step tutorials with free, copyable templates
Competing on being the cheapest option	Owning the honest, transparent cost conversation

Who You're Really Talking To

Broad "AI tools" n focus

Social media auto (top videos)

Content that assu of AI

Five distinct buyers show up in these comments — they need different entry points.

The headcount-decision maker. Solo founders and 1–3 person teams actively weighing whether to hire or automate. They want a role-by-role breakdown, not a feature list. This is y

The blueprir before they u TikTok along" struct

The agency watching to s directly to the

The vertical specific lead-workflow.

The caution: before comm convert wher

Hook in the first 2 seconds — role-first language ("your marketing team," "your lead researcher"), not tool-first ("n8n," "Claude")

Big bold captions on every word — the top videos all use this

5 hashtags per post: #ai #aiautomation #aiagents #n8n #aitools

Captions around 170 characters — enough to add context, short enough to read fast

Aim for 60–90 seconds; screen recordings of the actual build outperform talking head alone

Make These Videos

YouTube Shorts

Keep it under 1–2 hashtags

Captions aro

Use Shorts a

1. "I replaced my marketing team with AI agents — here's the exact stack and what each agent does" The single biggest uncovered conversation in the data — 45 people said they want to automate their marketing without coding, and no top video owns the role-replacement frame yet. First mover here becomes the reference video people save when they're making a hire-vs-automate decision.

YouTube (long-form)

15–20 minute

No hashtags

Screen-recor

This is your b doing ROI m

2. "Copy my exact AI agent workflow — free templates included, no coding required" 23 people asked for workflow templates in the comments and got no answer from any winning video — some filled out forms and never heard back. A free, ungated template turns a content video into a lead-generation asset that compounds every time someone saves it.

3. "What AI agents actually cost: the honest breakdown of APIs, platforms, and hidden fees" 25 people across the comments raised cost anxiety — "N8n isn't free," "you forgot to

HOW EARNED MEDIA INFLUENCES AI VISIBILITY



YOUR FUTURE BRAND VISIBILITY DEPENDS ON

THE DEPTH AND UNIQUENESS OF YOUR SME AND THE BREADTH OF YOUR BRAND MENTIONS



Louise Linehan · 1st
Content Marketer at Ahrefs
1w · Edited · 📌

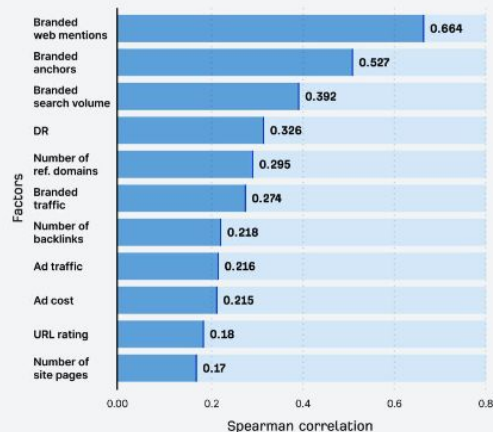
Want AI overviews to cite your brand? Here's what you need to know 📌

Branded web mentions show the strongest correlation (0.664) ...more

Factors that correlate with brand appearance in AI overviews

Based on a study of ~75K brands.

Source: Ahrefs Brand Radar and Ahrefs Site Explorer.



Britney Muller · 1st
AI Educator | AI Consultant | Entrepreneur
3mo · 📌

Brand mentions are the new backlinks in the age of AI search. While Google counts links, AI counts conversations. The game has shifted from link-building to voice-building.

Here's what's fascinating: AI doesn't need hyperlinks to understand authority, it reads context more like humans do.

Authentic voices will rise to the top in a world drowning in AI-generated sameness. Your digital footprint is now measured by who's talking about you, not just linking to you.

🧠 The secret? Being genuinely quotable beats being technically optimized. While everyone is creating AI slop, the winners will be those brave enough to stand out with original insights, unique opinions and bold perspectives.

This isn't just a shift in search; it's a return to what actually matters: saying something worth repeating.



Neil Patel [in](#) · 1st
Co-Founder at Neil Patel Digital
[View my services](#)
3w · 📌

20 years of SEO obsession over backlinks. Turns out branded mentions on credible sites predict AI visibility better. That's not a small shift. That's the whole strategy flipped.



Amanda J. ✓ · Following
MozCon x3 Speaker, BrightonSEO speaker. SEO process and strategy ...
5mo · 📌

So... I quadrupled AI visibility for a PI lawyer this month.

They were already getting cases from ChatGPT, but after the first couple of tests, their "best lawyer" and "top-rated" prompt mentions jumped from 50 mentions → 200+

We haven't even done any of the interesting test ideas yet 🧠

The majority of the changes made? Content and increasing brand mentions on third party sites.

👍👍👍 36

6 comments

LARGE-SCALE, UNBIASED DATA STUDIES PROVE

BRAND MENTIONS DRIVE AI VISIBILITY

HIGHEST INFLUENCE

(Strongest AI Visibility Signals)



YouTube mentions,
impressions, and
branded web mentions

Correlations: **0.50–0.74**

MEDIUM INFLUENCE

(Helpful But Not Dominant)



Branded search volume,
Domain Rating (DR),
and referring domains

Correlations: **0.25–0.49**

LOWEST INFLUENCE

(Weakest AI Visibility Signals)



Ad spend, total
backlink count, and
site page volume

Correlations: **< 0.30**

BOTTOM LINE: AI systems reward brand presence and mentions more than traditional SEO scale metrics.

Based on Ahrefs analysis of ~75K brands across ChatGPT, AI Mode, and AI Overviews.

BECOME THE BRAND AI CONNECTS TO YOUR CATEGORY

BY ESTABLISHING YOUR DISTRIBUTION MOAT

Mainstream/News (AIOs Focus)



Bloomberg



Google AIOs use Retrieval-Augmented Generation (RAG) to favor highly vetted, U.S. media-dominant mainstream news for immediate trustworthiness.

Niche/Specialist (Pure LLMs Focus)

RollingStone



Pure LLMs lean heavily on specialist publishers for nuanced, vertical-specific queries.

BUILDING THE RIGHT MEDIA LIST

Hidden-Gem Publishers Beat Big Media on Relevance

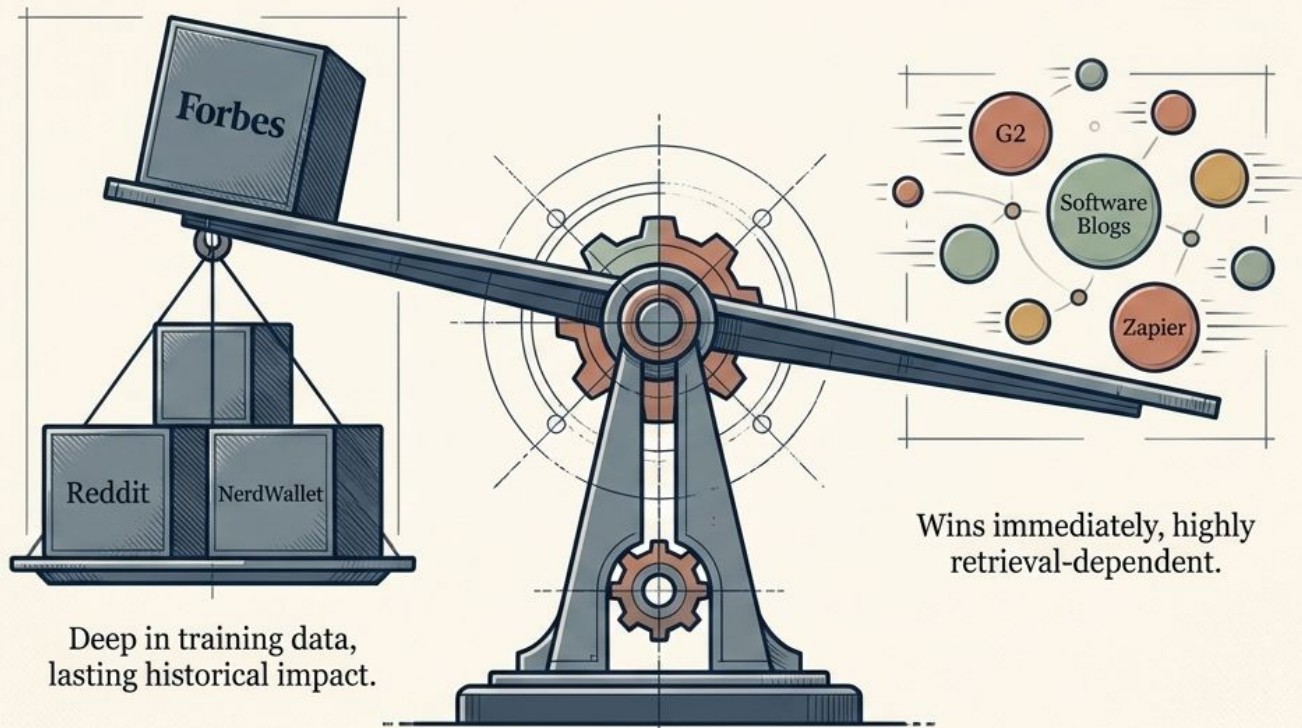
1.7x

higher audience affinity for niche publishers vs. major media outlets.

Despite roughly 130x less traffic — e.g., a niche HR/recruiting site scoring 93 affinity on just 2–10K monthly visits.

| Stop building media lists by domain authority alone — build them by relevance.

DURABLE AND REAL-TIME CITATIONS *REQUIRE A BALANCED CITATION PORTFOLIO*



FRACTL'S EARNED MEDIA STRATEGY

BECOME A SOURCE PUBLISHERS TRUST

3 KEYS TO SUCCESS

1. Don't promote advertorial content!
2. Distill the actionable insights for their audience
3. Focus on "the exclusive"

BUSINESS
INSIDER

"Now that's a f***ing graphic."

Bloomberg

"I'm interested in receiving **future studies**."



"This is interesting! If you have a **media list**, I would love it if you could add me."



TechRepublic.

"This **sounds interesting!**"

esquire
MAGAZINE

"I would **love to collaborate** on future projects!"

COMPUTERWORLD

"I'm **interested in what your client has to say** on these issues."

Newsweek

"Thanks for these stats, I think it'll make an **interesting feature!**"

Forbes

"I'm **always on the lookout** for these types of studies!"

TIME

"The survey and **findings are great**. If you do more of these, please **put me on a list**. **Fascinating.**"

The Washington Post

"Please add me to your **media list** for future research."



"This video is **fantastic!**"

1. LEVERAGE YOUR LEADERS AS SUBJECT MATTER EXPERTS

6 Ways to Heat Your Home When the Power Is Out – HVAC Pros Reveal the Life-Saving Methods to Stave Off Cold if Disaster Strikes

Better Homes
& Gardens

Brandon Young, CEO at [Payless Power](#) says, "The most important thing is to insulate your house. Weatherstrip or towel-seal the doors and windows shut off unused rooms, and huddle together in the warmest area."

'It's surprising how much of a difference this may make. Heavy drapes [with some [curtain hacks for a warmer home](#)], carpets, and quilts can do the trick.'

7 Energy Bill "Tricks" People Use to Cut Home Costs—We Asked Pros If Any of Them Are Actually Worth Trying

By [ASHLEY CHALMERS](#) | Published on 05/16/26

MEET THE EXPERT

■ [Brandon Young](#) is the CEO of Payless Power.

the
spruce
Make your best home.

GO BankingRates

Banking

Investing

Credit Cards

Loans

Retirement

Saving & Spending

Why Your Electric Bill Could Spike

Brandon Young, CEO of [Payless Power](#), explained, "Holiday lights can contribute to increased electricity usage due to factors such as continuous operation, high wattage, especially in traditional incandescent lights, additional decorations like animated displays, inflatables and the use of multiple strings of lights."

2. RUN SURVEYS FOR EXCLUSIVE DATA

The New York Times

YOUR MONEY ADVISER

Looking for a College Scholarship on Social Media Sites? Buyer, Beware.

Students say they trust their peers' advice more than financial advisers', a new survey found. But experts say students need to do their own research.

About two-thirds of college students search for scholarships on TikTok at least occasionally, and about 20 percent search weekly, according to a [February survey](#) of 274 college students and recent graduates by the private lender Sallie Mae, which also offers the [Scholly scholarship search tool](#). (The company is changing its name to simply Sallie.)

 Magazine Pulse Life Tech Munchies Music Waypoint Shop Members Subscribe

Life

'Future Faking' Is Ruining Modern Dating, and Almost Everyone Has Experienced It

A new survey found that 32% of singles have dealt with big romantic promises that never actually happened.

By Ashley Fike May 25, 2026, 1:30am

 MAKE MORE OF YOUR MONEY 8-week series  REAL ESTATE LISTINGS Check home prices  USA 250 Most iconic US b

U.S. Politics Sports Entertainment Life [Money] Travel Opinion Crossword

[In a survey](#) of more than 1,000 Americans by DOSS, 60% of shoppers said they have dropped a brand they were previously loyal to because of an uptick in price. USA TODAY was given an exclusive first look at the study.

"Rising prices appear to be changing not just how Americans spend, but who they're willing to spend with," Sebastiaan Debrouwere, DOSS vice president of business development and marketing, told USA TODAY. DOSS' products help businesses automate inventory management.

3. ANALYZE GOVERNMENT DATASETS

CLIMATE

ENERGY

The 5 Big Reasons Why Electricity Bills Are So High Right Now

A report from [Payless Power](#), a Texas electricity company, found that increasingly hotter summers have contributed to a 400% increase in utility rates since the mid-1970s. The report found that the average American household paid about \$784 for electricity during the summer of 2025—6% higher than 2024.

TIME

Introducing TIME Games: Play Now

cw33
ALMADA FOX

Inside DFW Fun on the Run Fast + Functional Stage33 News SO Sports

TEXAS

Texas metros rank for electricity grid stress as demand rises

by: Abbey Bowling
Posted: May 20, 2026 / 12:05 PM CDT
Updated: May 20, 2026 / 10:55 AM CDT

SHARE

DALLAS (KDAF) — A [new study by Payless Power](#) indicates that several smaller Texas cities are projected to experience greater summer electricity grid stress in 2026 compared to the state's largest metropolitan areas.

The "2026 Texas Summer Power Index" ranked 26 Texas metros based on factors related to peak summer electricity demand.

4. USE SEARCH VOLUME DATA

Interested in rescuing? These are the dog breeds most searched in US



Story by Liz O'Connell • 2w • ⌚ 3 min read

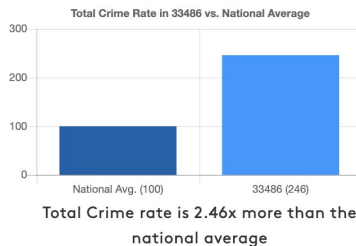
A newly released analysis from MetLife [Pet Insurance](#) examined Google search volume for 222 pet-related keywords across all 50 states over the past year, alongside a nationwide survey on pet adoption and purchasing trends to better understand how people explore pet ownership online.

5. CREATE INTERACTIVE TOOLS

Boca Raton (33486) Crime Index

[DOWNLOAD](#)

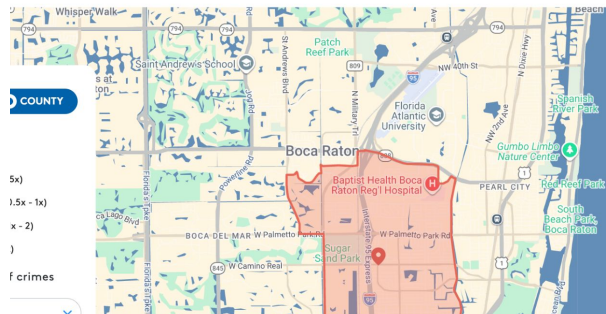
CATEGORY	LOCAL INDEX	VS. NATIONAL INDEX
Assault	300	3x more than average
Burglary	379	3.79x more than average
Larceny	327	3.27x more than average
Murder	110	1.1x more than average
Motor Vehicle Theft	279	2.79x more than average
Personal Crime	181	1.81x more than average
Property Crime	332	3.32x more than average
Rape	96	0.04x less than average



Crime Rate Maps from ADT

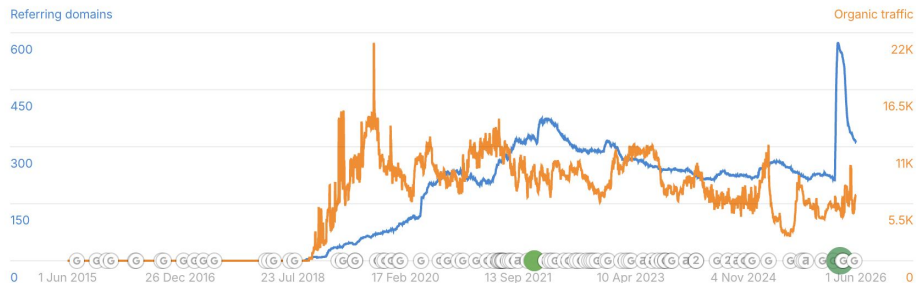
Active crime map helps you understand as much as possible about potential crime in your city or local neighborhood.

Boca Raton, FL 33486, USA



☒ Referring domains ☐ Domain Rating ☐ URL Rating ☒ Organic traffic ☐ Organic traffic value ☐ Organic pages
☐ Impressions ☐ Paid traffic ☐ Paid traffic cost ☐ Crawled pages

Referring domains



Backlink profile



DRⁱ
77

AR 21,618 ▲3,352

Backlinksⁱ

5.6K

All time 17.8K



URⁱ
14

Ref. domainsⁱ

324 -245

All time 1.9K

Search

Organic keywordsⁱ

792

Top 3 180 +51

Paid keywordsⁱ

0

Ads 0

Organic trafficⁱ

6.3K +921

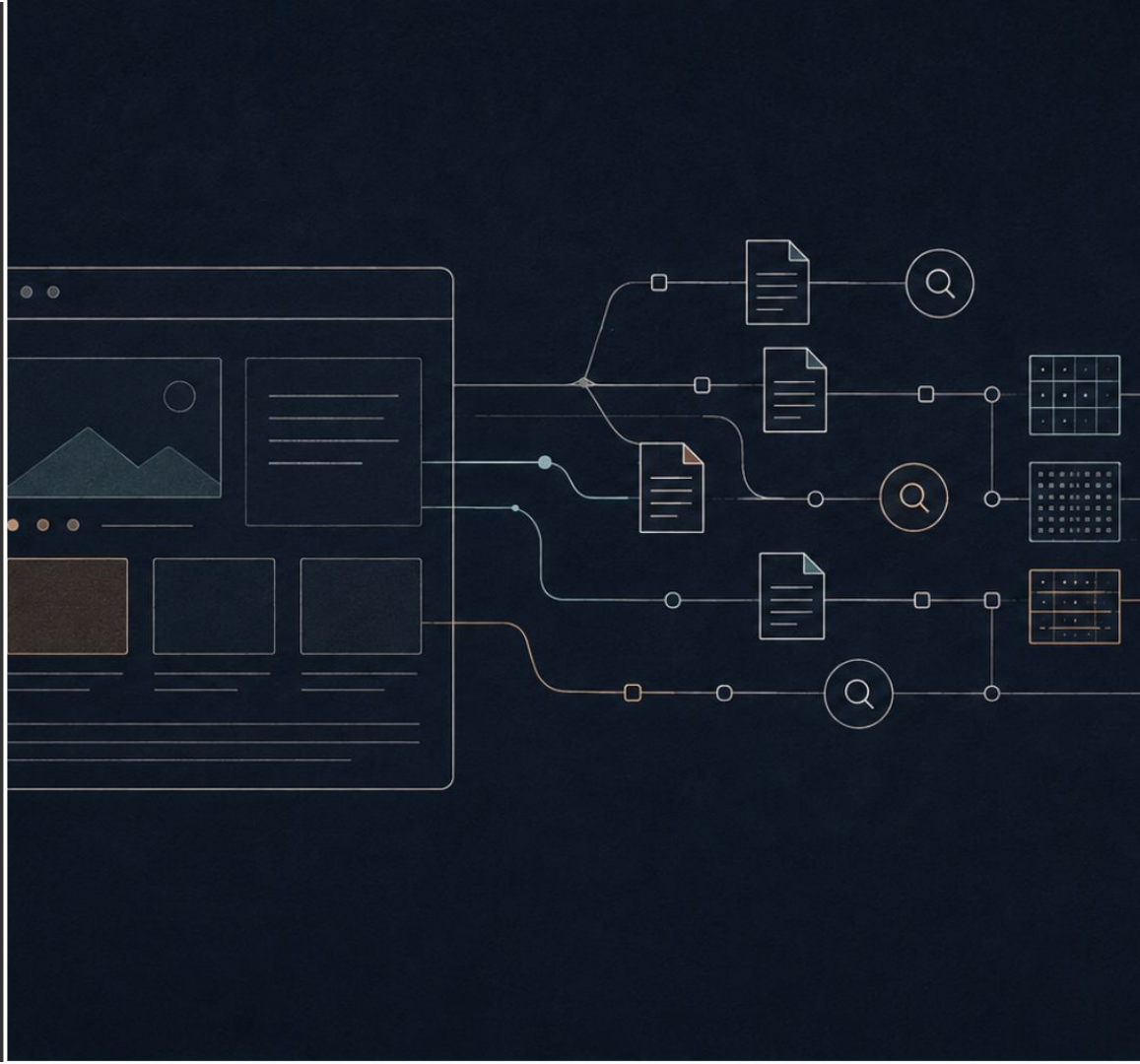
Value \$3.5K +435

Paid trafficⁱ

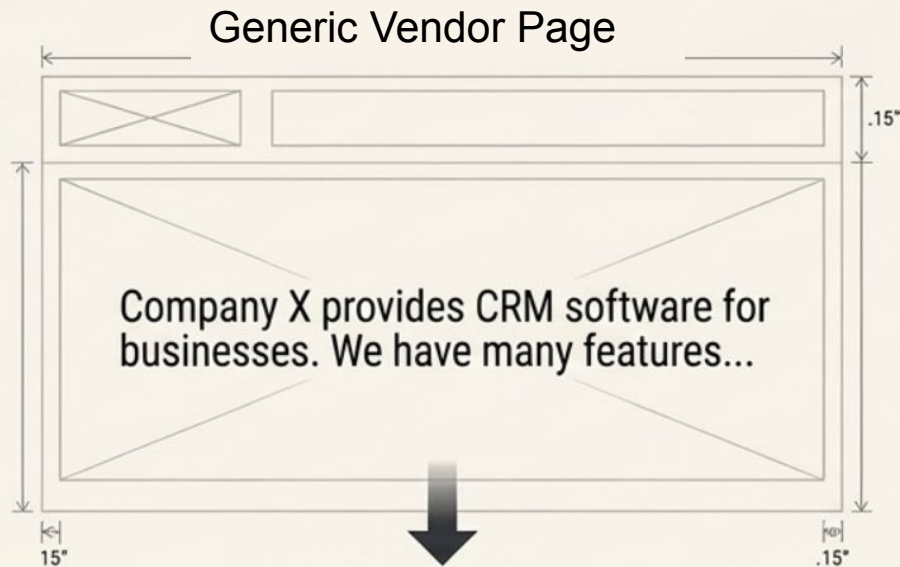
0

Cost N/A

HOW YOUR SITE INFLUENCES AI VISIBILITY



17% OF SOFTWARE RECOMMENDATIONS HAD THE BRAND'S OWN SITE AMONG THE CITED SOURCES



THE RULE: REPLACE GENERIC CLAIMS WITH VERIFIABLE EVIDENCE—RATINGS, REVIEW COUNTS, INDEPENDENT VALIDATION, AND CLEAR VERDICTS.

TURN YOUR BLOG INTO AI'S SOURCE OF TRUTH FOR YOUR INDUSTRY

YOUR BLOG

CREATE NEW EVIDENCE

PROPRIETARY DATA

EXPERT ANALYSIS

INDUSTRY BENCHMARKS

ANSWER FAQs

HOW-TO GUIDES

FAQS/DEFINITIONS

TROUBLESHOOTING

HELP BUYERS DECIDE

USE CASES

COMPARISONS

CASE STUDIES

38% OF AI OVERVIEW CITATIONS COME FROM TOP 10 SERP RESULTS — [Ahrefs](#)

DATA-BACKED GUIDES



Free TikTok video creator.

Create trending videos for TikTok in minutes with the Adobe Express free video editor. No experience required.



best time to post on tiktok



AI Mode **All** Short videos News Images Videos Forums More Tools

AI Overview

Based on 2026 data, the best time to post on TikTok for maximum engagement is generally **early morning (6 a.m. to 10 a.m.)** and **evenings (7 p.m. to 11 p.m.)**. Sundays and Saturdays often see the highest engagement, with Sunday mornings around 8–9 a.m. being a top-performing slot. Weekdays also perform well, particularly in the afternoon and early evening. Adobe +4

Best Times to Post by Day (2026 Data)

- Monday: 3–5 p.m.
- Tuesday: 2–6 p.m.
- Wednesday: 1–8 p.m.
- Thursday: 1–5 p.m.

Best Times to Post on TikTok for Maximum Engagement
To maximize engagement on TikTok...



TikTok · jun_yuh

Best Times to Post on TikTok | Adobe
Key takeaways * 6 p.m. is the most popular time to post on TikTok, with nearly one in ten TikTok...



Adobe

Overview: www.adobe.com/express/learn/blog/tiktok-posting-timing

Best Times to Post on TikTok | Adobe

Backlink profile



AR 27



Backlinksⁱ

10

All time 10

Ref. domainsⁱ

9

All time 9

Search

Organic keywordsⁱ

596 +338

Top 3 244 +116

Organic trafficⁱ

20K +11.1K

Value \$6.4K -1.1K

Paid keywordsⁱ

0

Ads 0

Paid trafficⁱ

0

Cost N/A

INDUSTRY FAQs

POOL HEATER COMPARISON

HEATER TYPE	UP-FRONT COST	MONTHLY OPERATING COST	HEAT SPEED	BEST FOR
Gas (natural gas)	\$1,500-\$4,500	\$200-\$500	Very fast (hours)	Occasional use, all weather
Gas (propane)	\$1,500-\$5,500	\$400-\$850	Very fast (hours)	No gas line access
Swimming pool heat pump	\$2,000-\$5,000	\$50-\$150	Slow (one to three days)	Daily/weekly swimmers
Solar heating system	\$2,500-\$4,000	Near \$0	Slow, weather-dependent	Sunny climates, low budget

Page

	Found in	Cited in
paylesspower.com/blog/seven-cheap-ways-to-heat-your-pool/	119	116
paylesspower.com/blog/what-are-the-4-types-of-electrical-switches/	80	70
paylesspower.com/blog/10-outlet-timer-tips-to-save-on-electric-costs/	36	34
paylesspower.com/blog/what-does-soil-mean-on-your-washer-energy-usage-implications/	33	33
paylesspower.com/blog/how-to-safely-install-an-outdoor-electrical-box-for-your-energy-needs/	21	21
paylesspower.com/blog/is-an-electric-garage-heater-right-for-you-energy-efficiency-explained/	26	23
paylesspower.com/blog/electric-skillet-energy-use-how-much-power-does-it-take-to-cook-your-meals/	18	18
paylesspower.com/blog/electric-fireplaces-how-much-power-do-they-use-to-keep-your-home-cozy/	26	21
paylesspower.com/blog/how-long-do-power-outages-typically-last/	31	31
paylesspower.com/blog/understanding-electricity-costs-a-2025-state-by-state-guide-to-rates-usage-assistance/	27	26
paylesspower.com/blog/compare-texas-electricity-rates-a-step-by-step-guide-to-getting-the-best-deal/	26	26

AI responses ⁱ

[New index](#)

All platforms

3.8K +3.5K

Pages 540 +477

AI Overviews ⁱ

◆ 1.5K +1.2K

Pages 366 +303

Platform

Responses

Pages

🌈 AI Mode ⁱ

1.3K +1.3K

395 +395

🗨️ ChatGPT

115 +115

90 +90

◆ Gemini

284 +284

93 +93

🌀 Perplexity

535 +535

137 +137

🌈 Copilot

63 +63

23 +23

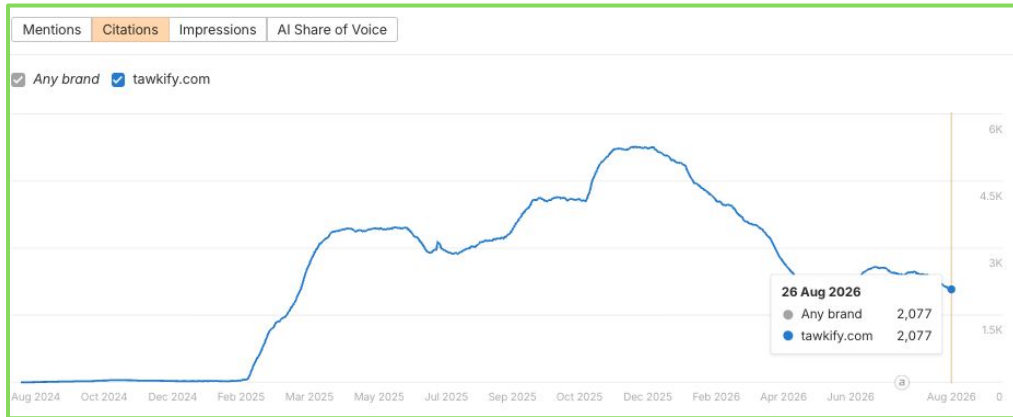
Top-3 Brand in AI Overviews

Payless Power holds 5.51% AI Share of Voice in Google AI Overviews; ahead of TXU, Gexa, and Champion in the Texas prepaid electric category.

AI Visibility Surging 3.2×

Weekly AI Overview presence grew from 452 placements at SOW kickoff to 1,450 by June 2026; a 221% increase.

COMPETITOR COMPARISONS



Top-cited pages				
Page	Page type	Mentions on page	Cited in	
How to Get on Raya in 2026? A Simple Guide Blog - Tawkify tawkify.com/blog/dating-methods/how-to-get-on-aya-dating-app-guide	Article How-to	Unknown	256	
The Best Dating Apps for Asians in 2026 Blog - Tawkify tawkify.com/blog/dating-methods/best-asian-dating-apps-sites	Article Review	Unknown	197	
wikiHow www.wikihow.com/Get-on-Raya	Article How-to	Unknown	174	
50 Best Single Life Quotes Celebrate Your Singlehood! - Tawkify tawkify.com/blog/a-broken-heart/50-best-single-life-quotes-celebrate-your-singlehood	Unknown	Unknown	137	
Hinge vs Bumble: What's Worth the Money? Blog Tawkify tawkify.com/blog/dating-methods/hinge-vs-bumble-dating-apps	Article Comparison	Unknown	135	

tawkify MATCHMAKING

How It Works FAQ Stories Blog Reviews

Log In Sign Up

10 Best matchmaking services: Pricing, features, and more [2026]

Chris Kumar
Sep 23, 2024 (Updated Mar 26, 2026)
16 min read

Table of Contents

Why you should invest in a matchmaking service (instead of using a dating app)

How do online matchmaking services work?

Best matchmaking services

How to choose: What to look for when choosing a matchmaking service

Kickstart your dating life with the best matchmaking services

Matchmaking services FAQs

Home > Blog > Dating Methods

Best Professional Matchmaking Services

How to Choose

AI responses ⁱ New index		
All platforms	AI Overviews ⁱ	
26 ⁺²⁶	15 ⁺¹⁵	
Pages 1 ⁺¹	Pages 1 ⁺¹	
Platform	Responses	Pages
AI Mode ⁱ	5 ⁺⁵	1 ⁺¹
ChatGPT	5 ⁺⁵	1 ⁺¹
Gemini	0	0
Perplexity	1 ⁺¹	1 ⁺¹

AI-TOOLS VERTICAL • BONUS CUT

When a Vendor Becomes the Review Site

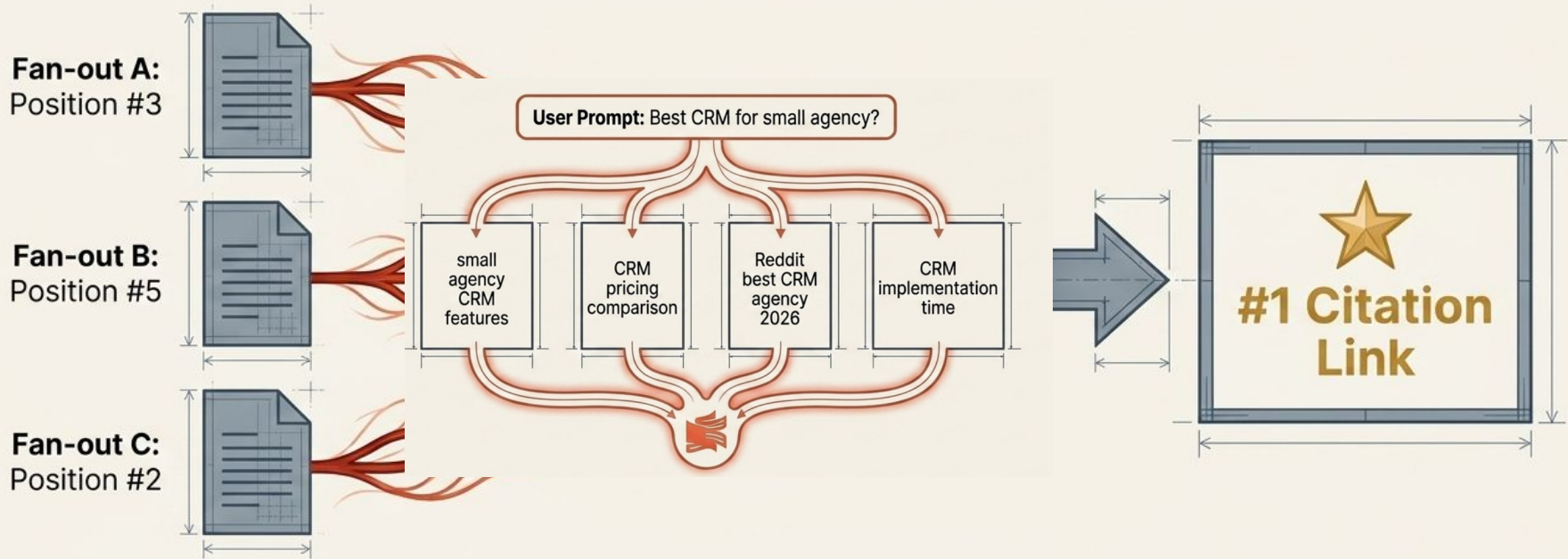
A large, bold, orange '3%' graphic.

of ALL citations in the AI-tools vertical are
Zapier alone.

227 citations — the #2 domain behind YouTube.

| Zapier acts like a review publisher — and the engines treat it like one. Build the hub, not just the product page.

AI CITATIONS ARE WON BY RANKING FOR MULTIPLE FAN-OUT QUERIES



The more fan-out queries your existing page ranks for in organic search, the greater the statistical chance of getting cited by the AI.

Do not build new pages for every question. Optimize existing, high-ranking pages to answer related related People Also Ask questions.

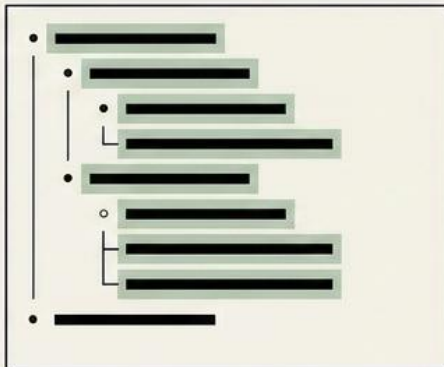
Formatting for the LLM

The Comparison Table

[illegible]

LLMs prioritize structured tables for precise entity comparison.

The Bulleted Hierarchy



Reduces processing overhead for the parser.

Structured Q&A

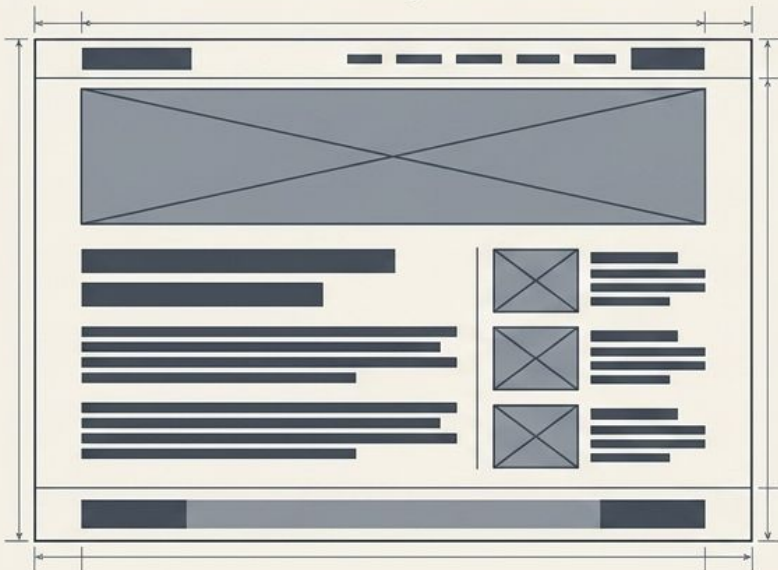


Mirrors user prompt-
structure directly.

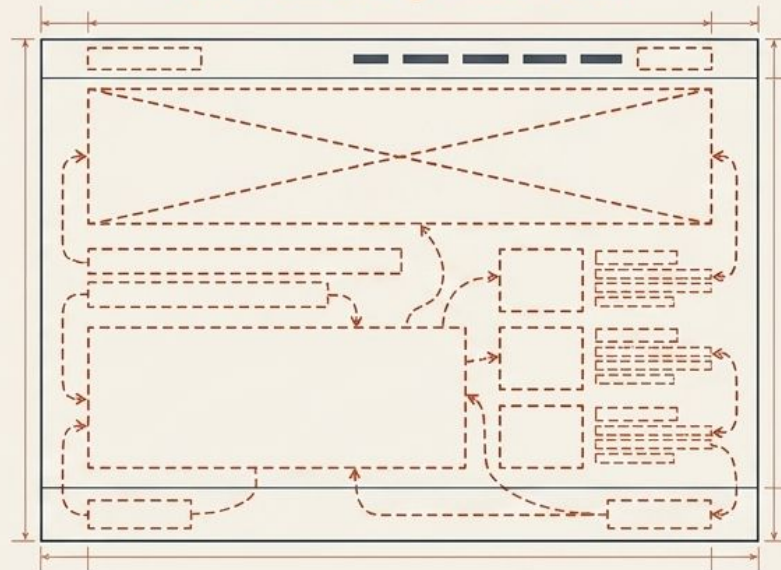
Design for human eyes, but structure for machine parsers.

The JavaScript blindspot hides your best content

Human / Googlebot View



Non-Rendering AI Bot View



Many AI crawlers do not routinely render JavaScript. If your core content relies on heavy JS to load, it effectively does not exist to the AI.

Ensure the text visible on the webpage is identical to the raw HTML bots can read without rendering. Use tools like the AI Difference Engine to audit visibility.

The Internal Core: Standardizing Brand Facts

Before you win third-party consensus, you must nail your internal brand facts. This exact formula must be ruthlessly consistent across your homepage, About pages, product pages, employee bios, and press releases. AI loves structured certainty.

[BRAND]

S

is a

[PRODUCT]

designed for

[AUDIENCE]

especially good for

[USE
CASE]

because of

[DIFFERENTIATOR]

YOUR NEXT PR CRISIS MAY START WITH AN AI ANSWER

27%

The Exposure Level:

27% of brands have already been inaccurately described or misrepresented in AI-generated responses.

The Business Cost:

14% confirm an AI inaccuracy has impacted a real customer relationship, sale, or triggered a PR situation.

24%

The Blind Spot:

Only 24% of organizations have a formal, documented monitoring process for AI brand mentions.

The Readiness Gap:

The space between the 27% already misrepresented and the 24% actively monitoring is where the next major brand PR crisis lives.

FRACTL AGENTS: HALLUCINATION AUDIT

IDENTIFY MISINFORMATION & PRIORITIZE A FIX LIST



Hallucination Risk — ● MODERATE (33/100)

How much false or unverifiable stuff does AI confidently state about you? Driven mainly by claims your own info or the web actually contradicts.

AI Confusion — ● HIGH (83/100)

How much do the models disagree about who and what you are? High means different models tell people different stories about you.

Knowledge Gap — ● MODERATE (33/100)

How much true, important information about you does AI miss? What you'd want it to know that it currently doesn't.

Priority fixes

1. Founder & leadership record. Models variously name Matt Southern, Justin Freid, John Lincoln, and Kristin Tynski as founders/CEO — most are wrong. Publish an authoritative, machine-readable leadership page:

- A clear "About/Leadership" page naming actual founders, with titles and bios.
- Add/claim a **Wikidata** entry and update **Wikipedia** if you qualify (notability matters — earned press helps here).
- Populate **Organization** and **Person schema.org structured data** (founder, foundingDate, employee, sameAs links to LinkedIn/Crunchbase).
- Fix/claim your **Crunchbase**, **LinkedIn company page**, and **Google Business Profile** so third-party sources corroborate the same facts.

2. Kill the "part of Moz" and "acquired by Conductor" confusion. State ownership status explicitly on the site ("independent," "not affiliated with/owned by X"). Clarify the the Moz badge is a recommendation. Consistent independent-ownership language across your site + Crunchbase + LinkedIn is what models pick up.

3. Fix the location inconsistency

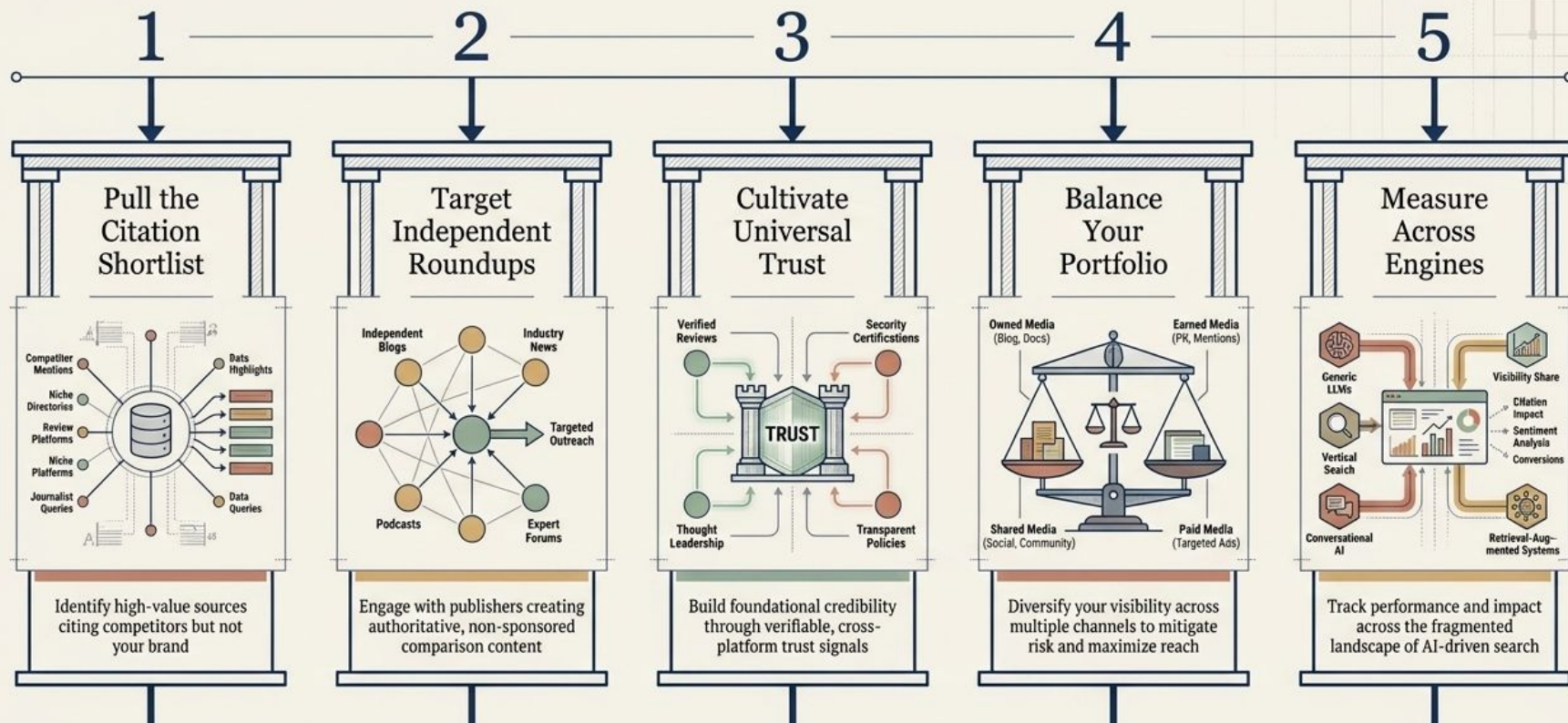
Models split between Boca Raton and Delray Beach. Pick the correct one and make it identical everywhere: website footer, contact page, schema address, Google Business Profile, LinkedIn, Crunchbase. Inconsistent NAP data across sources is likely *causing* the disagreement.

4. Close the knowledge gaps (publish so AI learns it)

- A page/press asset stating **14+ years in business** and notable **media relationships/placements** (with named outlets).
- Content explicitly positioning Fractl on **AI search visibility** as a current differentiator — this is your newest offering and models don't know it yet.

TURN TODAY'S AI VISIBILITY PLAYBOOK INTO ACTION

Fractl Agents combines 66 expert-built marketing plays with 118 specialized tools to achieve these goals



BETA TEST OUR FREE MARKETING AGENTS: [CHAT.FRACL.TL](https://chat.fractl.ai)

“

AI REWARDS BRAND EQUITY.
YOU CREATE IT.

”

BETA TEST
**FRACTL
AGENTS**



<https://go.frac.tl/agents>



Kelsey Libert, Co-Founder
[Fractl](#) | [Fractl Agents](#)



kelsey@frac.tl



[Linkedin.com/in/kelseylibert](https://www.linkedin.com/in/kelseylibert)

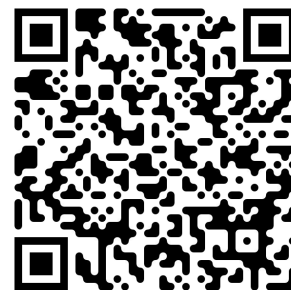


[SlideShare.net/kelseylibert](https://www.slideshare.net/kelseylibert)



[@kelseylibert.bsky.social](https://bsky.social/profile/kelseylibert)

GET THE
DECK



<https://go.frac.tl/AI-research>