pretty citable.

AI VISIBILITY AUDIT

Who AI recommends when shoppers ask about *vitamin C serums.*

SAMPLE REPORT · INVENTED BRAND

Prepared for **Example Brand Co.**

Questions run November 3, 2026 · 4 engines · 30 questions

Prepared by Daniela Ricaud, Pretty Citable

START HERE · THE SHORT VERSION

If you only read one page, read this one.

WHAT WE FOUND

Shoppers asked AI 40 questions about vitamin C serums. AI named **Example Brand Co. 7 times** and **Brand A 16 times**. On 5 of 10 key questions, no AI engine named you at all.

WHAT IT MEANS

Shoppers who ask AI what to buy hear about your competitors first. Your ads and creators make people curious, and then AI sends the sale to someone else.

YOUR FIRST THREE MOVES

1. **Add product and FAQ markup to your serum page.** A quick job for your developer.
2. **Answer the two questions shoppers ask most** on that page: does it oxidize, and can I use it with retinol?
3. **Build one comparison page:** your serum next to Brand A and Brand B.

THREE WORDS YOU'LL HEAR

SEO Google can find your pages and rank them.

AEO AI can pull a clear answer from your pages.

GEO AI trusts your brand enough to recommend it, thanks to reviews, press and comparisons.

This audit checks all three. The next pages show the details behind every line above.

AI named you in 7 of 40 answers. Brand A got 16.

Ten of your 30 buyer questions are shown here, each asked on four engines in logged-out sessions. Every cell links to a dated screenshot in the appendix.

7 of 40
answers named Example Brand Co.

16 of 40
answers named Brand A, the category leader

5 of 10
questions where no engine named you

	BUYER QUESTION	CHATGPT	GOOGLE AI	PERPLEXITY	CLAUDE
1	GIFT Best vitamin C serum gift under $60	Brand A	Brand A	You	Brand B
2	COMPARE Vitamin C serums worth the money	Brand B	Brand A	Brand B	Brand A
3	TRUST Gentle vitamin C serum for sensitive skin	You	Brand C	Brand A	You
4	NEED Vitamin C serum for dark spots	Brand A	Brand A	Brand B	Brand A
5	COMPARE Brand A vs Example Brand vitamin C serum	Brand A	You	Brand A	You
6	GIFT Skincare gift set for her under $100	Brand C	Brand B	Brand C	Brand B
7	NEED Best vitamin C serum for beginners	Brand A	Brand B	You	Brand A
8	TRUST Clean vitamin C serum without fragrance	You	Brand C	Brand C	Brand B
9	VALUE Drugstore or luxury vitamin C serum: which is better?	Brand B	Brand B	Brand A	Brand B
10	NEED Vitamin C serum that doesn't oxidize	Brand A	Brand A	Brand C	Brand A

"You" = Example Brand Co. was named first or recommended. Questions 11 to 30 continue in the full report.

Brand A leads, backed by best-of lists and reviews.

Each brand's count across all 40 answers, the engine where it's strongest, and the sources the engines cited when they named it.

BRAND	NAMED	STRONGEST ON	SOURCES THE ENGINES CITED
Brand A	**16 of 40**	ChatGPT (5 of 10)	Editorial best-of lists, dermatologist reviews on YouTube, retailer product pages
Brand B	**11 of 40**	Claude (4 of 10)	Reddit skincare discussions, comparison blog posts
Brand C	**6 of 40**	Perplexity (3 of 10)	Ingredient-guide articles, Reddit discussions
Example Brand Co.	**7 of 40**	ChatGPT (2 of 10)	Your own product page (the sensitive-skin section), one clean-beauty roundup

BY ENGINE

ENGINE	NAMED YOU	NAMED MOST
ChatGPT	**2 of 10**	Brand A (5)
Google AI	**1 of 10**	Brand A (4)
Perplexity	**2 of 10**	Brand A (3)
Claude	**2 of 10**	Brand B (4)

MISSED QUESTIONS

Buyers ask these and your site never answers them, so AI answers with someone else.

QUESTION BUYERS ASK	WHO AI NAMES	WHERE TO ANSWER IT
Does it oxidize, and how long does it last once opened?	Brand A, Brand C	Product page, FAQ
Can I use it with retinol?	Brand A	Product page, FAQ
Is it worth the price compared to drugstore serums?	Brand B	Comparison page
How does it compare to Brand A?	Brand A	Comparison page
Does it come gift-ready?	Brand C	Gift guide, product page

Seven fixes, ranked. Three can ship this week.

Ordered by impact on the answers above and the effort it takes. Ready to hand to your team or agency.

	FIX	AREA	IMPACT	EFFORT
1	Add Product, Review and FAQ markup to the serum page SHIP THIS WEEK	Structured	High	Low
2	Answer the oxidation and retinol questions on the product page SHIP THIS WEEK	Answerable	High	Low
3	Publish a comparison page: Example Brand vs Brand A vs Brand B	Comparable	High	Medium
4	Build a "vitamin C serum gifts under $60" guide with gift-ready details	Comparable	Medium	Medium
5	Get reviewed by the two publications AI engines cite most for this category	Trustworthy	High	High
6	Unblock AI search crawlers from collection pages in robots.txt SHIP THIS WEEK	Crawlable	Medium	Low
7	Use one product name everywhere: site, retailers and marketplaces	Trustworthy	Medium	Low

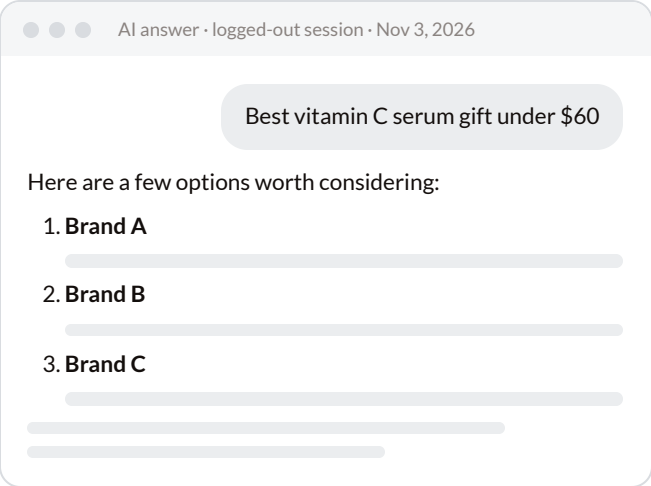
WHAT HAPPENS NEXT

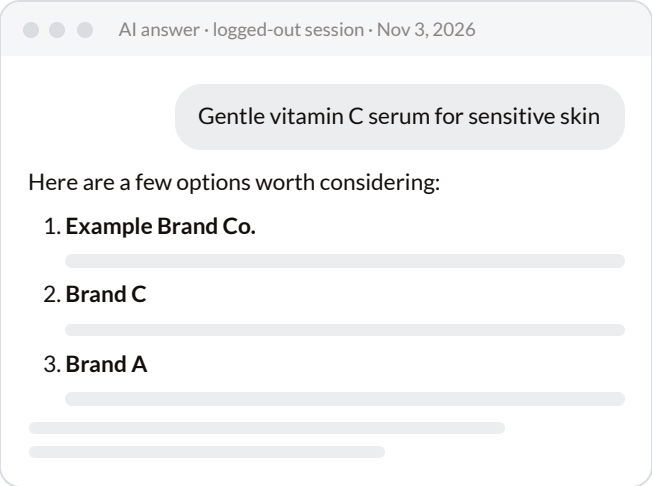
Results call	30 minutes. I walk you through every finding and what I'd do first with your budget.
Do it yourself	Hand this list to your team or agency. Every fix links to the evidence behind it.
Have it done	Fix Sprint ($1,500) or the 90-day Visibility Program (from $3,000). Your $500 comes off either.

APPENDIX · EVIDENCE

Every answer, saved and dated.

Each question was asked in a fresh logged-out session. The full report includes all 120 screenshots. Two examples below.





	QUESTION	ENGINES	RUN	FILES
1	Best vitamin C serum gift under $60	4 engines	Nov 3, 2026	`exampleco_q01_[engine].png`
2	Vitamin C serums worth the money	4 engines	Nov 3, 2026	`exampleco_q02_[engine].png`
3	Gentle vitamin C serum for sensitive skin	4 engines	Nov 3, 2026	`exampleco_q03_[engine].png`
4	Vitamin C serum for dark spots	4 engines	Nov 3, 2026	`exampleco_q04_[engine].png`
5	Brand A vs Example Brand vitamin C serum	4 engines	Nov 3, 2026	`exampleco_q05_[engine].png`
6	Skincare gift set for her under $100	4 engines	Nov 3, 2026	`exampleco_q06_[engine].png`
7	Best vitamin C serum for beginners	4 engines	Nov 3, 2026	`exampleco_q07_[engine].png`
8	Clean vitamin C serum without fragrance	4 engines	Nov 3, 2026	`exampleco_q08_[engine].png`
9	Drugstore or luxury vitamin C serum: which is better?	4 engines	Nov 3, 2026	`exampleco_q09_[engine].png`
10	Vitamin C serum that doesn't oxidize	4 engines	Nov 3, 2026	`exampleco_q10_[engine].png`