

This is the worked example for the \$390 audit, run on Forty Questions itself.
Every figure is from 480 saved answers. fortyquestions.io

How often AI assistants named Forty Questions

40 questions · 3 repeats each · 4 assistants · 480 answers, every one kept and readable.

Answers collected 29 September – 4 October 2026, each assistant on its own days:

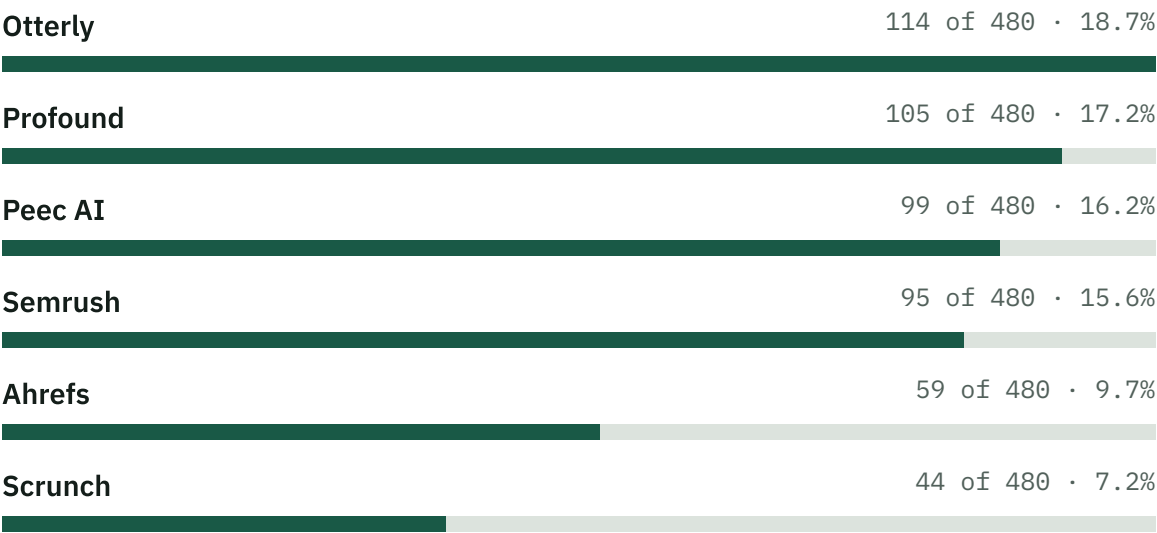
ChatGPT 29, 3, 4 · Claude 29, 30, 1, 3 · Google AI 29, 30, 1 · Perplexity 29, 30, 1.

Forty Questions was named in 0 of 480 answers.

That counts every answer, including the questions Forty Questions could hardly win. The most-named company in the same answers was Otterly, named in 114 of them.

WHERE THE QUESTIONS COULD GO	NAMED	OF	RATE
Questions you could be named in	0	396	0.0%
Head-to-head between rivals, you not named in the question	0	84	—
Headline, all questions	0	480	0.0%

The headline stays the all-questions figure. This split explains it, it does not replace it — a rate whose denominator we choose is a rate we could quietly improve.



One square per question, shaded by how many of the repeats named you



Not named by any assistant, in any run, on 40 of the 40 questions: q1, q2, q3, q4, q5, q6, q7, q8, q9, q10, q11, q12, q13, q14, q15, q16, q17, q18, q19, q20, q21, q22, q23, q24, q25, q26, q27, q28, q29, q30, q31, q32, q33, q34, q35, q36, q37, q38, q39, q40.

SECTION 3 – BY KIND OF QUESTION

KIND	NAMED	OF	RATE
head-to-head without you	0	84	0.0%
open	0	396	0.0%
All questions	0	480	0.0%

What they read before they answered

4413 citations across 480 answers. 639 of them — 14.5% — went to pages owned by companies selling in this category.

DOMAIN	WHOSE PAGE IT IS	TIMES CITED
semrush.com	a company selling in this category	105
otterly.ai	a company selling in this category	81
tryprofound.com	a company selling in this category	80
peec.ai	a company selling in this category	76
blog.hubspot.com	a company selling in this category	70
developers.google.com	other	69
reddit.com	other	65
discoveredlabs.com	other	60
llmpulse.ai	other	54
help.openai.com	other	53
trysight.ai	other	49
linkedin.com	other	48

Reviewed by a person on 4 October 2026. Each action names the figure behind it; nothing is published on your behalf without your approval.

01 **Publish fortyquestions.io/audit: what the \$390 audit contains, what it costs, and this document as the worked example.**

Q15 "What does an AI visibility audit include, and what should it cost?": 0 of 12 answers named us. The 12 answers cited 31 pages, none ours; the most-cited were vendor explainers (sparkletechnologies.com 8, lovedby.ai 7, mywebaudit.com 6). There is no page on our site that answers this question.

02 **List Forty Questions on SourceForge and G2 (free profiles), with the method and prices in the description.**

sourceforge.net was the most-cited source on Q7 ("a service that measures and fixes...", 10 of that question's citations) and g2.com on Q4 ("alternatives to Profound", 5). Both questions: 0 of 12. These directories are what the assistants read when a buyer asks for a service, and we are in neither.

03 **Publish fortyquestions.io/geo-pricing: what done-for-you GEO services cost, from the 27 sellers' published prices we collected on 28 Sep, with ours in the table.**

Q8 (GEO cost, UK) and Q32 (fair monthly price): 0 of 24 answers named us; the cited pages were agency pricing guides (gripped.io, revvgrowth.com, neuraladx.com, nutshell.com). Our /cost page is about API cost, not service price, so it does not match the question.

04 **Publish fortyquestions.io/three-runs: why one answer proves nothing, with our own 0.57 same-list rate and the SparkToro figure, linked from /method and the GitHub repo.**

Q10 and Q33 ask about repeated runs; 0 of 24 named us even though it is our method's central claim. The assistants cited arxiv.org (6), evertune.ai (5) and unite.ai (5) instead: they want a source page that states the finding, not a method page that assumes it.

05 **Answer the three live Reddit threads in OFFSITE-DRAFTS.md (r/SaaS, r/b2bmarketing, r/ProductMarketing) with the measured figures and a disclosed affiliation.**

reddit.com was cited 65 times across the 480 answers, 61 of them by Google AI, and was the top source on Q1 ("How do I measure how often AI assistants recommend my company?", 5 of 12 citations) and Q9. Google AI named us in 0 of 120 answers; Reddit is the one source it reads that we can be on this week.

06 **Publish fortyquestions.io/check-claude: how to check whether Claude recommends your software, step by step, with the three-run rule.**

Q26 ("How do I check whether Claude recommends my software?"): 0 of 12 named us; cited pages were support.anthropic.com (8) and a vendor explainer (trysight.ai, 8). No measurement company has a page on this; it is the cheapest question on the list to win.

SECTION 6 – EVERY QUESTION

NO.	QUESTION	CHATGPT	CLAUDE	GOOGLE AI	PERPLEXITY
q1	How do I measure how often AI assistants recommend my company?	0/3	0/3	0/3	0/3
q2	Which tools track brand visibility in ChatGPT, Perplexity and Google AI answers?	0/3	0/3	0/3	0/3
q3	Profound vs Otterly: which is better for a small B2B SaaS company?	0/3	0/3	0/3	0/3
q4	What are the best alternatives to Profound for a small B2B SaaS company?	0/3	0/3	0/3	0/3
q5	My competitors show up in ChatGPT answers and we don't. How do we fix that? We sell B2B software in Singapore.	0/3	0/3	0/3	0/3
q6	How can a B2B software company in Singapore check whether ChatGPT recommends it?	0/3	0/3	0/3	0/3
q7	Is there a service that measures and fixes how often AI assistants recommend a small B2B SaaS company in Australia?	0/3	0/3	0/3	0/3
q8	How much does AI search optimisation (GEO) cost for a small B2B SaaS company in the UK?	0/3	0/3	0/3	0/3
q9	Why does ChatGPT recommend my competitors but not my software company? We are in New Zealand.	0/3	0/3	0/3	0/3
q10	How many times do you need to ask ChatGPT the same question to measure brand visibility reliably?	0/3	0/3	0/3	0/3
q11	What is AI visibility, and how do I measure it for a B2B software company?	0/3	0/3	0/3	0/3
q12	Which agencies do generative engine optimisation (GEO) for B2B SaaS companies?	0/3	0/3	0/3	0/3
q13	Is there a done-for-you service that gets a B2B software company recommended by ChatGPT?	0/3	0/3	0/3	0/3

NO.	QUESTION	CHATGPT	CLAUDE	GOOGLE AI	PERPLEXITY
q14	How do I find out which sources ChatGPT and Perplexity cite when they recommend software in my category?	0/3	0/3	0/3	0/3
q15	What does an AI visibility audit include, and what should it cost?	0/3	0/3	0/3	0/3
q16	How do I track whether Google's AI answers mention my software company?	0/3	0/3	0/3	0/3
q17	How do I get my B2B software recommended by ChatGPT? We are in the UK.	0/3	0/3	0/3	0/3
q18	What is the best way for a small SaaS company in the US to show up in Perplexity answers?	0/3	0/3	0/3	0/3
q19	Who can write the pages that AI assistants cite, for a B2B software company in Australia?	0/3	0/3	0/3	0/3
q20	How do I measure share of voice in AI answers against my competitors?	0/3	0/3	0/3	0/3
q21	How often do AI assistants change which companies they recommend?	0/3	0/3	0/3	0/3
q22	Is answer engine optimisation (AEO) worth paying for if my SaaS company has under 100 staff?	0/3	0/3	0/3	0/3
q23	How long does it take for a new page to be cited by ChatGPT or Perplexity?	0/3	0/3	0/3	0/3
q24	What should I ask a GEO agency before hiring them?	0/3	0/3	0/3	0/3
q25	Which is better for a small B2B SaaS company: an AI visibility tool or an agency that does the work?	0/3	0/3	0/3	0/3
q26	How do I check whether Claude recommends my software?	0/3	0/3	0/3	0/3
q27	What are the cheapest ways to monitor brand mentions in AI assistants?	0/3	0/3	0/3	0/3
q28	How do I get my software company into the best-of lists that AI assistants read?	0/3	0/3	0/3	0/3

NO.	QUESTION	CHATGPT	CLAUDE	GOOGLE AI	PERPLEXITY
q29	Are there AI visibility services that publish their method and prices?	0/3	0/3	0/3	0/3
q30	How can a B2B software company in Singapore get recommended by Google's AI answers?	0/3	0/3	0/3	0/3
q31	How do I prove to my board that AI search optimisation is working?	0/3	0/3	0/3	0/3
q32	What is a fair monthly price for GEO services for a B2B software company?	0/3	0/3	0/3	0/3
q33	Which companies measure AI visibility with repeated runs rather than a single prompt?	0/3	0/3	0/3	0/3
q34	How do I audit what AI assistants say about my company and fix what is wrong?	0/3	0/3	0/3	0/3
q35	Peec AI vs Otterly: which is better for a small B2B SaaS company?	0/3	0/3	0/3	0/3
q36	Profound vs Peec AI: which is better for tracking AI visibility?	0/3	0/3	0/3	0/3
q37	Semrush vs Ahrefs Brand Radar: which is better for tracking AI answers?	0/3	0/3	0/3	0/3
q38	Otterly vs Semrush: which should a small SaaS company use to track ChatGPT mentions?	0/3	0/3	0/3	0/3
q39	AthenaHQ vs Profound: which is better for a B2B software company?	0/3	0/3	0/3	0/3
q40	Scrunch vs Peec AI: which is better for monitoring AI search visibility?	0/3	0/3	0/3	0/3

Runs in which each assistant named you, out of the repeats taken.

SECTION 7 – METHOD AND LIMITS

Every question was asked in its own fresh session, logged out, with no memory and no follow-up, and repeated on separate days. The wording was frozen before collection and will be identical next month. A company counts as named when its name appears in the answer text, decided in code and applied the same way to Forty Questions and to every competitor.

What this cannot tell you. It measures a logged-out stranger, not a customer with months of chat history. It counts naming, not revenue. Where an assistant runs without web search, that row measures what the model already knows and is reported beside the number rather than inside it. When a provider changes a model mid-month, a movement may be theirs rather than yours.

The full method is published at fortyquestions.io/method.

Arithmetic checked before this page was produced:

- question classes add back to the headline (0 of 480)
- assistants add back to the headline
- winnability split adds back to the headline

Forty Questions is independent. It is not affiliated with, endorsed by or sponsored by any assistant or company named in this report. A count of how often a company was named is a record of what an assistant said on a given date, not our opinion of that company. We do not republish an assistant's statements about a named third party.

Prepared by Satayu Isariyaphorn · satayu@fortyquestions.io