

How To Appear in Generative AI Searches

with



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CEO at Exposure Ninja



Year on year drop of UK users



Rank	Search engine	Headquarters	Total adult reach in May 2022	Total adult reach in May 2023	Total adult reach in May 2024	Year-on-year change	Online adult reach in May 2024	Average time spent in May 2024 per visitor (hours:mins)
1	Google Search	US	41.1m	41.3m	39.6m	-1.8m	83%	01:29
2	Bing	US	13.9m	21.9m	18.5m	-3.4m	39%	00:38
3	Yahoo!	US	1.5m	1.6m	1.6m	-24k	3%	00:07
4	DuckDuckGo	US	1.8m	1.3m	1.5m	+202k	3%	00:22
5	Yandex	Russia	1.3m	379k	762k	+383k	2%	00:01
6	Ecosia	Germany	814k	724k	637k	-87k	1%	02:42
7	Ask.com	US	498k	574k	410k	-163k	1%	00:07
8	Info.co.uk	US	1.9m	539k	263k	-275k	1%	00:01
9	Tineye	Canada	177k	217k	195k	-22k	<1%	00:01
10	Baidu	China	175k	82k	168k	+87k	<1%	00:03



Google is still the most dominant player with **83% of searches**.



ChatGPT has **1-4%* of searches** and it's growing rapidly.

* Some assumptions were made in this calculation.

What we do know:



ChatGPT had 400 million weekly users in Feb 2025



Up 33% from 300 million in December 2024



Up 300% from 100 million in November 2023



Source: [Brad Lightcap, OpenAI's Chief Operating Officer, ChatGPT, Feb 2025](#)

Your boss might be asking you:

How do we show up on ChatGPT?

Can we even optimise for these platforms?

*What are you tracking to prove it's
working?*





**What are us marketers
going to do?**

Why should you listen to me?

We work with clients like:

The
Ordinary.

[All](#) [Short videos](#) [Forums](#) [Images](#) [Videos](#) [Web](#) [News](#) [More](#)[Tools](#)

AI Overview

Yes, you can use niacinamide and hyaluronic acid together in your skincare routine. In fact, they complement each other well.



How do they work together?

- **Hyaluronic acid:** A sugar compound that hydrates and plumps the skin
- **Niacinamide:** A form of vitamin B3 that helps build a stronger skin barrier, reduces excess oil, and brightens skin tone

Benefits

- Together, they can improve hydration and texture
- They can help smooth rough patches caused by harsh weather
- They can create a balanced approach to hydration and healthy-looking skin

Tips for using together

- You can use hyaluronic acid and niacinamide serums in the same routine
- Follow the directions on the product
- Allow each product to fully absorb before applying the next

[Learn more](#)

The Beginner's Guide to Skincare Layering - The Ordinary

Commonly Asked Questions * Can I use Hyaluronic Acid and Niacinamide together? Yes, you can. Our Hyaluronic Acid 2%...

Q. The Ordinary

Can you use niacinamide with hyaluronic acid? - Curology

22 Sept 2023 — Niacinamide is generally well-tolerated. However, some potential side effects may occur; these includ...

Q. Curology

Fast Facts: Hyaluronic Acid & Niacinamide - The Ordinary

1. You can use hyaluronic acid and niacinamide serums in the same routine. Fact. Hyaluronic acid and niacinamide are...

Q. The Ordinary

[Show all](#)

ChatGPT 4o ▾

Which is the best value hyaluronic acid?

Hyaluronic acid is a popular skincare ingredient known for its ability to retain moisture, leading to plumper and more hydrated skin. If you're seeking effective hyaluronic acid products that offer great value, here are some top recommendations:

The Ordinary Hyaluronic Acid 2% + B5 Serum

This budget-friendly serum combines 2% hyaluronic acid with vitamin B5 to enhance surface hydration. Users appreciate its lightweight texture and affordability.



The Inkey List Hyaluronic Acid Serum

Priced under \$10, this serum offers 2% multi-molecular hyaluronic acid, ensuring hydration across various skin layers. Its



Ask anything



Search



Deep research



ChatGPT can make mistakes. Check important info.

ChatGPT 4o ▾

Which hyaluronic acid is best?

The best hyaluronic acid depends on your specific needs—whether you're looking for **skincare** (hydration, anti-aging) or **supplements** (joint health, skin plumpness).

For Skincare (Topical Hyaluronic Acid)

- Best for Deep Hydration:

- ◆ SkinCeuticals Hydrating B5 Gel – High concentration, absorbs well

- ◆ The Ordinary Hyaluronic Acid 2% + B5 Serum – Affordable, effective, multi-molecular

- ◆ La Roche-Posay Hyalu B5 – Good for sensitive skin

- Best for Anti-Aging & Plumping:

- ◆ Drunk Elephant B-Hydra Intensive Hydration Serum – Lightweight, layers well

- ◆ Vichy Mineral 89 – Strengthens skin barrier, provides long-lasting hydration

Huge sales growth for this product!

It depends on what you need it for—are you looking for skincare serum, a supplement, or an injectable (like joint health or cosmetic fillers)?

Quality serums from [The Ordinary](#), [Paula's Choice](#), [La Roche-Posay](#), [Cetaphil](#), [Cult Beauty](#), or [Amazon](#)

Want hyaluronic acid for joint health? From the inside, check out [Nature's Way](#), [iHerb](#), or [Amazon](#)

Want hyaluronic acid for skincare? From the outside, check out [The Ordinary](#), [Drunk Elephant](#), [Vichy](#), [Nutrafol](#), [NOW Foods](#), [Solgar](#), or [Alena](#).

Medical-grade hyaluronic acid for joint health or cosmetic use, you'll need a prescription or visit a clinic.

Ask anything



Search



Deep research



G

Agenda

01

How Does Generative Engine Optimisation Work?

02

How to Optimise for Generative Search
(AI Overviews & Generative Engines)

03

How To Measure Success for GEO

04

Actionable Takeaways

How Does Generative Engine Optimisation Work?

What is Generative Engine Optimisation?

Generative Engine Optimisation (GEO) is the process of optimising a website to appear in AI search results.

LLMO - Large
Language
Model
Optimisation

GSO -
Generative
Search
Optimisation

AI Search
Optimisation

What is Generative Engine Optimisation?

GEO includes:

- 1. Optimising content to gain features in AI Overviews.**
- 2. Optimising for business references and recommendations in AI-generated chatbots like ChatGPT, Claude, Perplexity, and Google Gemini.**

AI Overview



'Regular'
organic
results



can I use niacinamide with hyaluronic acid

All Images Short videos Videos Forums Web News Tools

AI Overview

Yes, you can use niacinamide and hyaluronic acid together in your skincare routine. They are both water-based and complementary ingredients that can improve the skin's texture and hydration.

Benefits

- Hyaluronic acid: Plumps and hydrates the skin
- Niacinamide: Brightens skin tone, reduces excess oil, and helps build a stronger skin barrier

Show more ▾

M Minimalist
[https://beminielist.co/Skin Care](https://beminielist.co/Skin%20Care)

Layering Hyaluronic Acid with Niacinamide & Vitamin C

23 Oct 2020 — Hyaluronic acid and Niacinamide are a great pair as both are water-based treatments. When used together, always go with applying hyaluronic acid first, ...

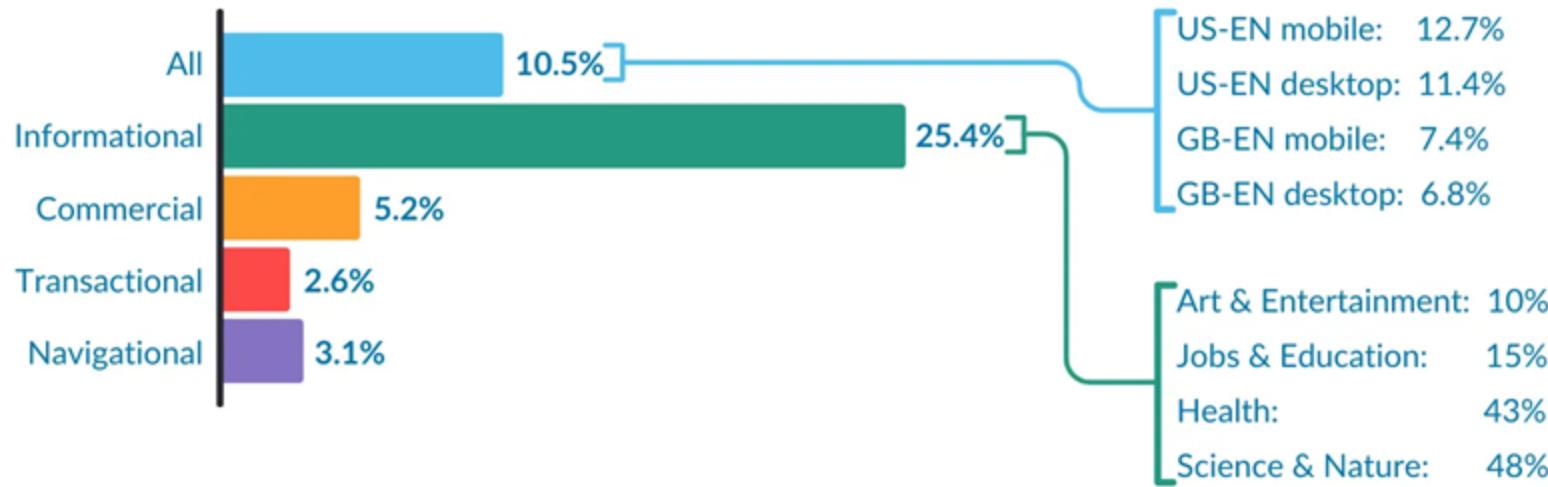
Domain Authority 31 Domains 2.2K Links 7.8K Page Authority 26 Domains - Links -

Google's goal is to answer the
searcher's query
inside the search results.

AI provides the answer,
often with website sources.

**1 in 10 keywords has an AI
Overview of some type.**

AIOs: Who Should Care?



AIO with:

- ◆ Featured snippets: 27% vs. 5%
- ◆ Things to know: 15% vs. 8%
- ◆ Found on the web: 9% vs. 3%

Links out:

- ◆ 6.4 per AIO → 3
- ◆ 525 in top 10 → 80%
- ◆ Lower DA & BA

Recent Updates to AI Overviews



GLOBAL ROLLOUT

Initially launched in USA.

Aug 2024: UK launch.

Oct 2024: Extended to **100+ countries**, including Australia and New Zealand.



OCCURRING ON MORE SEARCHES

AI Overviews appear in **UK SERPs 19.23%** of the time.

AI Overviews in **US SERPs reached 18.76%** occurrence rate in Nov 2024.



APPEARS MORE ON LONG TAIL

Long-tail keywords consistently triggered AI Overviews.

Queries of 4+ words result in AIOs 60.85% of the time in Nov 2024.



ADS ADDED INTO SOME AIOS

In October 2024, Google began incorporating ads into AI Overviews.

Sponsored products appear in summaries for queries with a commercial intent.

Product ads featuring in some AI overviews

You can show ads in these experiences with your existing AI-powered Search ads, Shopping and Performance Max campaigns.



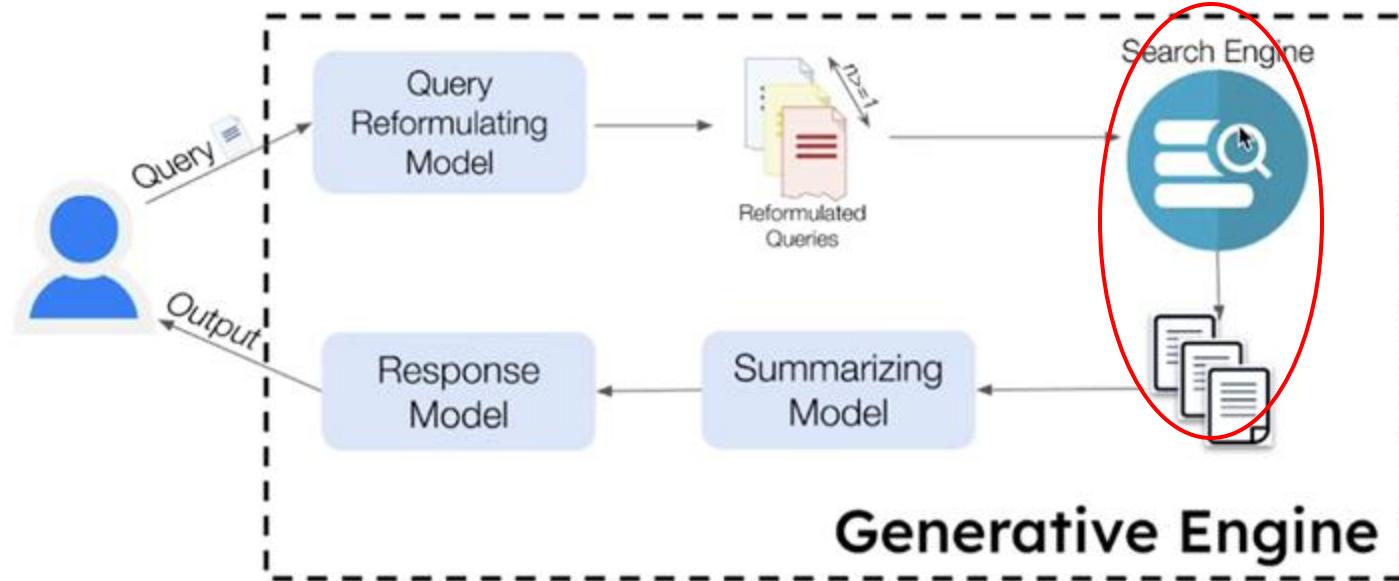
**Should you optimise for Generative AI
if you're *already* doing SEO?**

Differences Between SEO and GEO

	SEO	GEO
Primary Focus	Ranking web pages in traditional search engines (Google, Bing).	Getting brand mentions and citations in AI-generated search results (ChatGPT, Gemini, Perplexity).
Content Presentation	SEO focuses on ranking on search results pages where users choose which link to click.	GEO aims to have your content directly included in an AI-generated answer, eliminating the need for users to click through multiple links.
Authority Signals	SEO relies heavily on keywords, backlinks, and on-page signals.	GEO depends on brand mentions, predicting text patterns and having information available in trusted aggregators or directories that AI models may prioritise.
User Intent	Wide range of search intents, from informational to transactional.	AI-generated answers tend to be more informational and less about driving direct traffic.

How Generative Engines Work

For some searches,
it doesn't need to
do this part and
can answer with
its own underlying
training data



How Generative Engines Work

Underlying web
searches made

The screenshot shows a Perplexity search interface. At the top, there's a query input field containing the text: "I need a mortgage and most lender options are banks. I'm worried about the banks not being ethical and only want to use one where my money isn't put into unethical things, e.g. like the war in Israel". A large black arrow points from the text "Underlying web searches made" on the left towards this query field. Below the query, the search results are displayed under sections titled "Auto", "Searching the web", "Reading", and "Wrapping up". The "Auto" section lists "Searching" and "Reading" results. The "Reading" section includes links to "yescandomoney", "banktrack", "greenecofriend.co", and "ethicalconsumer". The "Wrapping up" section provides a summary and links to "yescandomoney", "banktrack", and "greenecofriend.co". At the bottom, there's a section titled "Perplexity" with a summary and a list of "Top Ethical Mortgage Lenders" including "Ecology Building Society" and "The Co-operative Bank".

Query

I need a mortgage and most lender options are banks. I'm worried about the banks not being ethical and only want to use one where my money isn't put into unethical things, e.g. like the war in Israel

New Thread 48 sec. ago

Home Discover Spaces Library

Auto

Searching the web

Q: Ethical mortgage lenders Q: Banks funding Israeli war

Reading

yescandomoney banktrack greenecofriend.co ethicalconsumer
paxforpeace reddit thegoodshoppingguide waronwar +1 more

Wrapping up

yescandomoney Ethical Mortgage Lenders: A Better Choice for the...
banktrack Seven underwriters of "war bonds" instrumental in...
greenecofriend.co Ethical Banks, and Building Societies, UK - Green Eco...
+6 sources

Perplexity

Your concern about ethical lending is valid, especially given recent events. Fortunately, there are several ethical mortgage lenders in the UK that prioritize responsible investing and avoid funding controversial activities.

Top Ethical Mortgage Lenders

- Ecology Building Society (Score: 95/100): Specializes in sustainable housing and eco-friendly construction.
- The Co-operative Bank (Score: 90/100): Has a strict ethical policy, avoiding investments in fossil fuels and arms.

Understanding Gen AI Outputs

Generative engines are trained on different data, have different search capabilities and therefore give different outputs.

	Training Data	Crawler Bots	Underlying Search
 ChatGPT	<p>“Common Crawl” dataset — public repository of web pages scraped from the internet.</p> <p>Integrated real-time web search capabilities for paid subscribers as of October 2024.</p>	Uses its own crawler bot to analyse websites.	Microsoft's Bing (mostly).
 Gemini	Google's search index and data repositories.	Relies on Google's existing web crawlers to index and update content.	Google search.
 perplexity	Uses advanced large language models (LLMs) developed by third-party providers such as OpenAI and Anthropic.	Uses its own crawler bot to analyse websites.	Real-time web search relies on its proprietary technology and web crawling infrastructure.

Understanding Gen AI Outputs

Generative engines use datasets, text patterns and context to create new responses each time.

They don't pull direct answers from a database.

How to Optimise for Generative Search

(AI Overviews)

Part 1

Find keywords already in the Top 10 positions

The screenshot shows the STAT AI Overviews interface. The main title is "Find keywords already in the Top 10 positions". The left sidebar includes sections for "All Keywords" (46614), "Untagged Keywords" (101), "Tag Groups", "All Tags" (3048), "1-3" (8860), "11-20" (28414), "21-50" (6292), "4-10" (1491), "ai + top 10" (15727), "ai dynamic tag" (23307), "desktop" (23307), "smartphone" (23307), and "us-en" (46614). The top navigation bar has tabs for "Dashboard", "Keywords" (selected), "Tags", "Competitors", and "SERP Features". The date is set to "Mar 19, 2025". The main content area displays a table of keywords with columns for "Keyword", "Market", "Device", and "Rank". A modal window titled "Filters" is open, showing a dropdown for "Base Rank" set to "is better than 11". Other filter options include "Non-Ranking" and "Clear all". The table lists various keywords such as "#019-19741 iba1", ".ndt inspector", "0.5 methyl cellulose", "0.5% methyl cellulose", "018-772", "1-bromobutane sds", "1-chlorohexadecane", "1-chlorohexadecane", "1-acetonaphthone melting point", "1-adamantanamine", "1-adamantanamine", "1-alchobutane", and "1-alchobutane". The bottom of the interface shows checkboxes for "Tracked [9503]" and "Untracked [0]", and pagination controls for "Rows: 25" and "1-25 of 9503".

Keyword	Market	Device	Rank
#019-19741 iba1	US-en	mobile	1
#019-19741 iba1	US-en	mobile	1
.ndt inspector	US-en	mobile	8
.ndt inspector	US-en	mobile	5
0.5 methyl cellulose	US-en	mobile	5
0.5 methyl cellulose	US-en	mobile	5
0.5% methyl cellulose	US-en	mobile	6
0.5% methyl cellulose	US-en	mobile	4
018-772	US-en	mobile	12
018-772	US-en	mobile	8
1-bromobutane sds	US-en	mobile	8
1-chlorohexadecane	US-en	mobile	10
1-chlorohexadecane	US-en	mobile	13
1-acetonaphthone melting point	US-en	mobile	10
1-adamantanamine	US-en	mobile	18
1-adamantanamine	US-en	mobile	12
1-alchobutane	US-en	mobile	10
1-alchobutane	US-en	mobile	14

AI Overviews

Filter by AI Overviews features + top 10

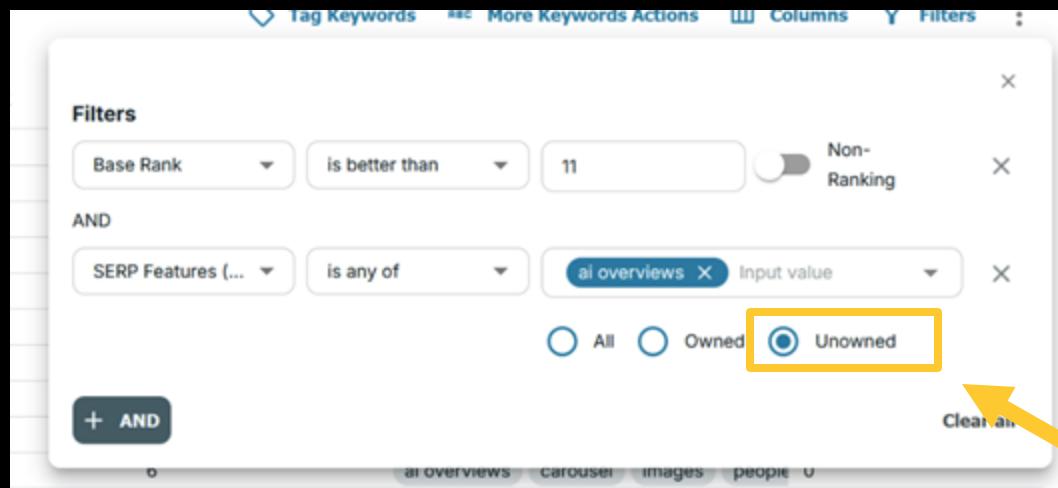
The screenshot shows the STAT AI Overviews interface. The left sidebar includes sections for All Keywords (46614), Un-tagged Keywords (0), Tag Groups, and All Tags. The main dashboard has tabs for Dashboard, Keywords (selected), Tags, Competitors, and SERP Features. The date is set to Mar 19, 2025. A search bar and export button are also present.

Keywords Table: Shows a list of keywords with columns for Keyword, Market (US-en), Device, Rank, Base Rank, and SERP Features. The SERP Features column is highlighted with a yellow box. The table lists various AI Overviews features such as "ai overviews", "arousel", "images", and "people".

Filters Section: This section is also highlighted with a yellow box. It contains a "Filters" heading and two filter groups: "Base Rank" (is better than 11) and "AND". The "AND" group includes a "SERP Features" dropdown set to "ai overviews" and an "Input value" dropdown. Below these are radio buttons for "All", "Owned", and "Unowned", and a "+ AND" button.

Bottom Navigation: Includes tracked (2200) and untracked (0) status indicators, and navigation links for Rows: 25+, 1-25 of 2268, and page navigation arrows.

Check which keywords haven't yet captured the AI Overview



AI Overviews

Create a list of target keywords to optimise for the AI Overview

The screenshot shows the STAT AI Overview interface. On the left, there's a sidebar with sections like 'STAT', 'Dashboard', 'Keywords' (which is the active tab), 'Tags', 'Competitors', and 'SERP Features'. Below these are 'All Keywords' (46614), 'Untagged Keywords' (0), 'Tag Groups' (1), 'All Tags' (3048), and several filters for tag ranges (1-3, 11-20, 21-50, 4-10) and specific tags (ai + top 10, ai dynamic tag, desktop, smartphone, us-en). The main area is titled 'Keywords' with '2 Filters Applied' and shows data from 'Mar 19, 2025'. It has columns for 'Keyword', 'Market', 'Device', 'Rank', 'Base Rank', and 'Global Search Volume'. A context menu is open over a row of keywords, with options 'Save Filter as Dynamic Tag' and 'Save Keywords in Standard Tag' highlighted by a yellow box and arrow.

Keyword	Market	Device	Rank	Base Rank	Global Search Volume
uvit inspector	US-en	Smartphone	8	3	6600
1-acetonaphthone melting point	US-en	Smartphone	10	7	0
1-adamantanamine	US-en	Smartphone	12	8	0
1-bromo-2,2-dimethylpropane hazards	US-en	Smartphone	10	8	0
1-indanone flash	US-en	Smartphone	7	4	0
1-phenylcyclohexane	US-en	Smartphone	12	10	0
1.5 tesla mri scanner systems wide bore	US-en	Smartphone	16	10	0
1.5 tesla mri scanner systems wide bore	US-en	Smartphone	17	10	0
1.5t big bore mri	US-en	Smartphone	14	6	0
1.5t open mri	US-en	Smartphone	17	10	0
12th anniversary photo album ideas	US-en	Smartphone	16	10	0
1303-96-4	US-en	Smartphone	12	10	390
15-acetyldeoxyribose	US-en	Smartphone	9	7	0
15-acetyldeoxyrivalenol	US-en	Smartphone	9	8	0
2-methyl-2-butanol melting point	US-en	Smartphone	12	10	210
2-vinyl pyridine soluble in ethanol	US-en	Smartphone	7	5	0
3d medical ct	US-en	Smartphone	13	9	0

At the bottom, there are checkboxes for 'Tracked (2085)' and 'Untracked (0)'. On the right, there are buttons for 'Rows: 25' and navigation arrows.



All Images Videos Short videos News Forums Web More

AI Overview

Digital PR, or digital public relations, is a marketing strategy that uses online channels to improve a brand's image and online presence.

How does digital PR work?

- **Content creation:** Create content that attracts high-ranking websites to link back to a brand's site
- **Pitching:** Pitch stories or content to journalists at news publications
- **Social media:** Use social media to increase brand awareness and visibility
- **Newsjacking:** Comment on other news or campaigns to get attention and boost brand awareness

Benefits of digital PR

- **Increased brand awareness:** Increase the number of people who are aware of a brand
- **Improved online visibility:** Increase the number of people who can find a brand online
- **Better search engine rankings:** Get high-ranking backlinks from other websites, which improves a brand's search engine performance

Digital PR specialists

Digital PR specialists manage a company's online presence and reputation.



Home > Blog > What Is Digital PR? (And How It Can Improve Your SEO)

What Is Digital PR? (And How It Can Improve Your SEO)

Digital PR, short for "digital public relations", is a digital marketing strategy to increase a brand's online presence and reputation. Digital PR agencies network with journalists, bloggers and influencers to get online coverage and increase their social media visibility....

Last updated: October 1, 2024 • 17 min read



Exposure Ninja

What is Digital PR (Ranking)

Digital PR, short marketing strategy

Exposure Ninja

Definition Online additive.eu

Online Public Relations web-based publi

A* ADDITIVE

Contents

1. What Is Digital PR?
2. How To Get Started with Digital PR
3. How to Create a Digital PR Strategy
4. How Digital PR Benefits
5. An Example of Digital PR
6. Measuring the Success of Digital PR
7. How Does Digital PR Fit into an Online Marketing Campaign?



Got any questions? I'm happy to help.



AI Overview

Mortgage payments are calculated by multiplying the loan balance by the interest rate and dividing by 12. The result is the monthly interest payment. The remaining payment goes toward the principal.



Steps

- Determine the loan amount:** The amount you borrow from the lender
- Calculate the monthly interest rate:** Divide the annual interest rate by 12
- Calculate the number of payments:** Multiply the number of years in the loan by 12
- Plug the numbers into a calculator:** Use a mortgage calculator or spreadsheet to estimate your monthly payment
- Add in other costs:** Consider property taxes, homeowner's insurance, and H fees

Example

If your loan amount is \$300,000 and your interest rate is 4%, your monthly interest payment would be \$1,000. The rest of your payment would go toward the principal.

Additional considerations

- The larger your down payment, the less you'll need to pay in interest
- The length of the loan term affects your monthly payment
- There are different types of mortgages, including fixed-rate and adjustable-rate

Generative AI is experimental.

[Request a Free Loan Consultation](#)


1.844.DSLD.MTG

LOGIN



1.844.DSLD.MTG

LOGIN

need Mortgage Topics: >
Mortgage Payments: A Comprehensive Guide

Planning Your Mortgage Payments: A Comprehensive Guide

Posted on 1/20/2024



Key Takeaways

- Your monthly payment includes not just what you borrow (the principal) and the interest but also the often-overlooked property taxes and homeowner's insurance. This is often called PITIA.
- The actual formula for determining mortgage payments is pretty complex. Luckily, there are tons of online calculators that can do the heavy lifting for you!
- The biggest factors affecting your payment are how much you borrow, the interest rate, and how long you take to pay it back (the loan term). Things like private mortgage insurance (PMI) and HOA fees can also add to your costs.
- Knowing how to figure out your payments helps you budget for your new home and compare different loan options to find the best fit.
- There are different ways to calculate your mortgage payment, from online calculators to spreadsheets and even good old-fashioned formulas. We'll explore some of these later on.

Components Of A Mortgage Payment

Before we get into the nitty-gritty of calculations, let's break down what goes into your monthly mortgage payment. It's more than just the amount you borrow! Here are the main components:

- Principal:** This is the amount you actually borrowed to buy your home. Each payment chips away at this, bringing you closer to owning your home free and clear.
- Interest:** This is what you pay the lender for letting you borrow their money. It's basically a fee for borrowing.
- Taxes:** Your lender will often collect your property taxes as part of your monthly payment and hold them in an escrow account until they're due.
- Insurance:** This covers your homeowner's insurance, which protects

your home in case of damage or loss. It's required by most lenders for loans over a certain amount.

For refinancing? Figuring out your mortgage payment is a bit overwhelming. That's where a good mortgage calculator comes in. They'll help you factor in things like property taxes and insurance, so you can see exactly how much your monthly payment will change.

[Request a Free Loan Consultation](#)

How to Rank in AI Overviews

- 1 Extremely closely matching the information you publish with the phrase you are trying to rank for**

- 2 Providing simple information with high readability**

- 3 Getting to the point and giving the user the information they need very quickly on the page**

- 4 Already ranking in the “regular” organic search results**

Update your page with relevant SEO best practices

- Update page schema (e.g. FAQ schema, how-to schema)
- Follow E-E-A-T*
- Add expert author bios with credentials for blogs
- Use People Also Ask (PAA) questions*
- Format answers directly below headings for AI scraping
- Refresh high-performing content every 3-6 months

Viewing the Web through the E-E-A-T Lens

Does your content demonstrate first-hand or life **EXPERIENCE** on the topic being discussed?

For example, is it clear that your product review content is from a person who has used the product they're writing about?

Is your site or author a trusted **AUTHORITY** on this topic? Are you or your site a go-to source for knowledge?

While not all topics have a single authoritative source, when they do, it's usually highly reliable.

For example, a government site will be considered an authority on information about passport renewals.



MOZ

Is your content author well-established, and do they have relevant **EXPERTISE** and skills on the topic?

For example, have you established that your content with medical advice is being given by a medical expert?

Is your content and site **TRUSTWORTHY**? Is it accurate, correctly attributed, and sourced?

The other E-E-A-T criteria play into trust, but if your site is not to be trusted, it will outweigh your other efforts.

For example, does your site include accurate contact information and up-to-date HTTPS and SSL certifications?

AI Overviews

MOZ

Moz Pro Onboarding

Keyword Research / Explore by Keyword

Give feedback How to use this page

149 of 150 queries available until April 1, 2025. Get more

best mortgage lender United States - en-US Analyze

Explore by Keyword

Supercharge your keyword research with the industry's most thorough metrics.

Overview for "best mortgage lender"

Add to Campaign Add to Keyword List Update metrics About this section

Monthly Volume	Organic CTR	Difficulty	Minimum DA
445 Range: 201-500	80%	56 Moderate Ability to rank will vary depending on your site's Domain Authority.	53 This is the minimum Domain Authority for sites ranking in the top 10.

Primary Search Intent: Commercial

SERP Features: People Also Ask, Related Searches, Reviews, Videos

This is a summary of the SERP features for this keyword.

Keyword Suggestions

Top suggestions

Keyword	Monthly volume
mortgage lenders	35,018
bank of america mortgage	19,516

Questions

Keyword	Monthly volume
how long does it take to refinance with quicken loans	15
how much does loansifter cost	No data available

?

AI Overviews

SERP Analysis

SERP analysis for "best mortgage lender" ⓘ

Page 1 results | Last updated: Mar 24, 2025

☰ Density ⚙ Export

Rank	Title & URL	SERP features	PA	DA	BA	LRDs to page	Page Score									
1	Best Mortgage Lenders of March 2025 https://www.nerdwallet.com/best/mortgages/mortgage-lenders ⓘ		51	11	66	553	85									
	People Also Ask (4)															
	<table border="1"><thead><tr><th>Question</th><th>URL</th></tr></thead><tbody><tr><td> Who is the best company to get a mortgage from?</td><td>https://www.cnbc.com/select/best-mortgage-lenders ⓘ</td></tr><tr><td> What is the best bank to get a mortgage?</td><td>https://www.businessinsider.com/personal-finance/mortgages/best-mortgage-lenders ⓘ</td></tr><tr><td> Which lender has the best mortgage rates?</td><td>https://themortgagereports.com/the-best-mortgage-rates-lender-rankings/65972 ⓘ</td></tr><tr><td> Is it better to go through a lender or bank?</td><td>https://www.reddit.com/r/FirstTimeHomeBuyer/comments/186v7w1/lender_or_bank ⓘ</td></tr></tbody></table>	Question	URL	Who is the best company to get a mortgage from?	https://www.cnbc.com/select/best-mortgage-lenders ⓘ	What is the best bank to get a mortgage?	https://www.businessinsider.com/personal-finance/mortgages/best-mortgage-lenders ⓘ	Which lender has the best mortgage rates?	https://themortgagereports.com/the-best-mortgage-rates-lender-rankings/65972 ⓘ	Is it better to go through a lender or bank?	https://www.reddit.com/r/FirstTimeHomeBuyer/comments/186v7w1/lender_or_bank ⓘ					
Question	URL															
Who is the best company to get a mortgage from?	https://www.cnbc.com/select/best-mortgage-lenders ⓘ															
What is the best bank to get a mortgage?	https://www.businessinsider.com/personal-finance/mortgages/best-mortgage-lenders ⓘ															
Which lender has the best mortgage rates?	https://themortgagereports.com/the-best-mortgage-rates-lender-rankings/65972 ⓘ															
Is it better to go through a lender or bank?	https://www.reddit.com/r/FirstTimeHomeBuyer/comments/186v7w1/lender_or_bank ⓘ															
2	What mortgage lender would you recommend? https://www.reddit.com/r/FirstTimeHomeBuyer/comments/11mjqqx/what_mortgage_lender_would_you_recommend ⓘ	ⓘ	53	22	98	1	1									
3	Home Mortgage Loans from Bank of America https://www.bankofamerica.com/mortgage/home-mortgage ⓘ	1.120 ⓘ	62	86	94	1.120	21									
4	Looking for the best mortgage: shop, compare, negotiate https://www.hud.gov/sites/documents/booklet.pdf ⓘ	49 ⓘ	51	77	71	49	1									

How to Optimise for Generative Search

(Generative Chatbots)

Part 2

How to influence what's being said about your business in AI search

1

Rank well in
'regular' search

2

3



Top suggestions ⓘ

Is this helpful? ⌘ ⌘

Add to Campaign Add to Keyword List Update metrics Columns Filters Export

Keyword ⓘ ²	Relevancy ⓘ ¹	Monthly Volume ²	Search Intent ⓘ	Difficulty	SERP Analysis	Last Updated
divorce attorney mcallen	5	64	— C	— C	Analyze SERP	— C
personal injury lawyer mcallen tx	5	47	— C	— C	Analyze SERP	— C
car accident lawyer mcallen tx	5	27	Transactional	— C		
villalobos attorney mcallen	5	27	— C			
moore law firm mcallen	5	27	— C			
mcallen personal injury lawyer	5	27	— C			
lawyers in mcallen tx	5	27	— C			
personal injury attorney mcallen tx	5	26	Transactional	— C		
personal injury lawyer brownsville tx	5	24	— C			
car accident lawyer edinburg tx	5	11	— C			
attorneys in mcallen tx	5	11	— C			

Rows per page: 100 ⓘ

High Difficulty Score (61-100) Moderate Difficulty Score (40-60) Low Difficulty Score (1-39)

Google mcallen personal injury lawyer

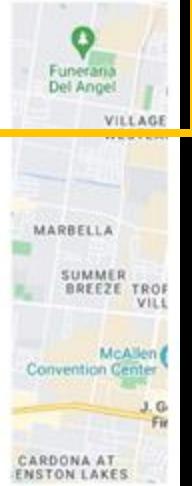
Businesses ⓘ Rating ⓘ Hours ⓘ

Patino Law Firm
5.0 ★★★★★ (336) · Personal Injury Lawyer
10+ years in business · McAllen, TX, United States · +1 95
Open 24 hours
On-site services · Online appointments

Herrman & Herrman P.L.L.C. Car Acciden...
5.0 ★★★★★ (469) · Personal Injury Lawyer
30+ years in business · McAllen, TX, United States · +1 95
Open 24 hours
On-site services · Online appointments

J. Gonzalez Law Firm - McAllen
4.4 ★★★★★ (277) · Personal Injury Lawyer
10+ years in business · McAllen, TX, United States · +1 95
Open 24 hours

Website Directions Website Directions Website Directions



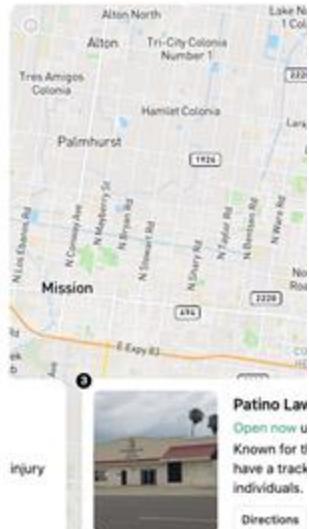
More businesses →

- ◆ Finding the "best" personal injury lawyer I can provide you with some highly regard
 - Law Offices of Ramon Garcia:
 - They have a long-standing presence in the region.
 - They advertise having recovered significant amounts.
 - You can review their website for client reviews.
 - Ryan Solis Law Group:
 - This firm has received positive client reviews.
 - They emphasize client support and communication.
 - They also show many positive client reviews.
 - The Law Giant:
 - They also have very strong reviews.
 - They emphasize being ready to go to trial.
 - Patino Law Firm:
 - This firm has garnered positive reviews for its communication.
 - They highlight Dr. Patino's unique experience and track record.

To make an informed decision, I recommend:

- Research multiple attorneys. Visit the websites of the firms listed above and read reviews from previous clients.

Determining the "best" personal injury law firm involves considering the specifics of your case, the attorney's communication style, and your comfort level with them. However, several law firms in McAllen include:



When choosing an attorney, consider scheduling a consultation to discuss your case and ask anything you need to know.

Ask anything

+ Search Deep research ...

If you're seeking legal assistance for a personal injury case, here are some options to consider:

Glen Larson Law Injury Attorneys

Del Rio, TX

Represents individuals and families in personal injury cases, including vehicle accidents, workplace injuries, and wrongful death claims. [GLENLARSONLAW.COM](#)

Carabin Shaw

Del Rio, TX

Offers legal services for various personal injury cases, such as vehicle accidents, medical malpractice, and wrongful death. [CARABINSHAW.COM](#)

Patino Law Firm

Del Rio, TX

Led by Dr. Louis Patino, specializing in personal injury cases including car accidents, truck accidents, and wrongful death. [PATINOLAWFIRM.COM](#)

David Clay Cowan

Del Rio, TX

Over 40 years of experience in personal injury, criminal defense, DWI, and insurance claims. [JUSTIA.COM](#)

Sostenes G. Mireles II

Del Rio, TX

Over 20 years of experience in personal injury, criminal, family, and immigration law. [JUSTIA.COM](#)

Michael J. Bagley

Del Rio, TX

Over 30 years of experience in personal injury, bankruptcy, criminal, and divorce cases. [JUSTIA.COM](#)

When selecting a personal injury lawyer, consider their experience, areas of specialization, and client reviews to ensure they align with your specific needs. It's advisable to consult with multiple attorneys.

Ask anything

+ Search Deep research ...

ChatGPT can make mistakes. Check important info.

Recommend personal injury lawyers in Del Rio Texas



ChatGPT can make mistakes. Check important info.

How to influence what's being said about your business in AI search

1

Rank well in
'regular' search

2

Reviews, data
& statistics

3

Is DSLD Mortgage a good mortgage provider?

DSLD Mortgage is a U.S.-based mortgage provider affiliated with DSLD Homes, primarily operating in states like Louisiana, Mississippi, Alabama, and Florida. Customer reviews for DSLD Mortgage are generally positive. For instance, their Gulfport, MS branch holds a 4.9-star rating based on 83 reviews, with clients praising the professionalism and knowledge of the staff. Similarly, the Pensacola, FL branch boasts a 5-star rating from 33 reviews, with customers highlighting the responsiveness and dedication of the team. Additionally, DSLD Mortgage has been accredited by the Better Business Bureau (BBB) since February 2024 and holds an A+ rating, reflecting their commitment to resolving customer complaints and maintaining trustworthiness.

dsldmortgage.com +2 birdeye.com



Ask anything

+



Search



Deep research



ChatGPT can make mistakes. Check important info.

Third party reviews

Data studies

Third party ratings

Does unilever use microplastics?

Unilever has taken steps to reduce the use of microplastics in its products. In 2012, the company announced plans to phase out plastic microbeads from its personal care products by 2015, replacing them with natural alternatives like apricot kernels and walnut shells.

unilever.com +1

Beyond microbeads, Unilever has been working to remove other non-biodegradable solid polymers from its products. For example, they have replaced non-biodegradable fragrance encapsulates in deodorants with biodegradable alternatives and are working towards similar changes across all home, beauty, and personal care products.

unilever.com

However, concerns persist regarding Unilever's use of microplastics. A 2022 study by the Plastic Soup Foundation found that 87% of products from major cosmetics brands, including those by Unilever, contain microplastics. Additionally, Unilever's extensive use of single-use plastic sachets has been criticized for contributing to plastic pollution, particularly in developing countries.

plasticsoupfoundation.org +1 greenpeace.org.uk

In summary, while Unilever has made progress in reducing certain types of microplastics in its products, ongoing concerns highlight the need for further action to address

Ask anything



Search



Deep research



ChatGPT can make mistakes. Check important info.



If you want to create content that achieves a high level of shares and links, concentrate on opinion-forming, authoritative content or well-researched and evidenced content

Steve Rayson

Co-founder, Buzzsumo

How to influence what's being said about your business in AI search

1

Rank well in
'regular' search

2

Reviews, data
& statistics

3

PR and features
on 3rd party
websites

What is the best value skincare brand?

◆ Determining the "best value" skincare brand can be subjective, as it depends on individual skin types, concerns, and budgets. However, several brands consistently receive praise for offering effective products at affordable prices. Here are a few notable ones:

- **The Ordinary:**

- Known for its straightforward, science-backed formulations and transparent ingredient lists.
- Offers a wide range of products targeting specific skin concerns at very accessible prices.
- This brand is very popular with people who want to understand the active ingredients in their products.

- **The Inkey List:**

- Similar to The Ordinary, focuses on ingredient-led skincare at budget-friendly prices.
- Aims to simplify skincare by providing clear information about each product's key ingredients.

- **CeraVe:**

- Dermatologist-developed brand that emphasizes essential ceramides to restore and maintain the skin barrier.
- Offers a range of gentle and effective cleansers, moisturizers, and treatments suitable for various skin types, including sensitive skin.
- This brand is very widely available.

- **Byoma:**

+ Enter a prompt for Gemini



What is the best value skincare brand?

The best value skincare brand depends on what you're looking for—whether it's effectiveness, affordability, or ethical sourcing. Here are some of the best options across different needs:

Best for Overall Value

- **The Ordinary** – High-quality, science-backed formulations at incredibly low prices. Great for active ingredients like retinol, niacinamide, and hyaluronic acid.
- **CeraVe** – Affordable, dermatologist-recommended brand with ceramide-rich formulas that support skin barriers. Best for dry or sensitive skin.
- **La Roche-Posay** – A bit more expensive but highly effective for sensitive skin and acne-prone types, with dermatologist-bac...J formulations.

Ask anything.



Search

Deep research



11 best skincare products under £15, according to our beauty writer

From affordable cleansers to eye creams and an all-important SPF

Lucy Smith Beauty

COSMOPOLITAN

SUBS

Celebs Love Beauty Fashion

Innovation but taking an existing best-seller and making it be

Bit not only does the science-backed brand take all the fluff off they also set a trend that you don't have to fork out to get pro results. A hard-working serum for a tenner? The Ordinary can hook you from the get-go.

Speaking of cash, The Ordinary does things a little differently Black Friday. There are an industry rebel, after all. Rather than a flash sale across the Black Friday weekend, encouraging us to thoughtless purchases, The Ordinary welcomes Slowember 23% off everything sale. The site will then close the website on Friday, so you have a month to shop with consideration and r



These 11 affordable

OUR TOP PICK



Best for tired skin

SHOP SLOWEMBER

Intrigued? Read below for our beauty writer's honest thoughts on launch, including the other The Ordinary products we genuinely worth adding to your basket...

★★★★★

Bondi Sand

eye spy
vitamin C ey...

hyaluronic acid serum

retinol serum
1% in squalane

dunk hydrating fa...

Best products from The Ordinary



Courtesy of brand

GLAMOUR

egist



r/AusSkincare Search in r/...

Log In



r/AusSkincare • 1 yr. ago
throwawaybabby21

Is The Ordinary really a great value & good brand?

Discussion (1)

I've heard so many different opinions from "dermatologist's" and just friends/public about the brand The Ordinary either being amazing and great value, or useless and a waste of money. I really want to get into retinol, possibly hydrochloric acid (I think that's the one, I'm a noob) and can't really seem to find any instore brands that aren't really expensive. What are your thoughts on The Ordinary? Especially their retinol.

Also bonus, is La Roche worth the money?

Thank you!! - a serious noob!

Edit: yes definitely Hyaluronic acid whoops hahahaha

Archived post. New comments cannot be posted and votes cannot be cast.

33 46 Share

Sort by: Best Search Comments

Morning_Song • 1 yr ago

Hyaluronic acid definitely don't want to be putting hydrochloric acid on your face lol

91 14 2 more replies

throwawaybabby21 OP • 1 yr ago

14 I couldn't figure out what it was called whoops

14 2 more replies

[deleted] • 1 yr ago

Dermatologists can share their opinion on what you should try, but there's no guarantee it will work.

The Ordinary is a good option for taking this journey as the prices are good.

needs no by parent beauty frills , crazy-10!

The t a lding the

[zdnet.com/article/best... ▾](#)

/ table of contents Top ^

What is the best iPad Air case right now? The best iPad Air cases of than my \$1,200 Android

That's why we've gone hands-on with iPad Air cases from brands like Casetify, Apple, Logitech, and more to find the best ones to suit your needs and wants while still providing great protection.

Also: [Apple iPad Air \(2024\) vs. iPad Air \(2022\)](#)

What is the best iPad Air case right now?

The Zugu iPad Air case is currently our top pick for the best iPad Air case overall, thanks to its multiple stand configurations, solid protection and security, fair price, top features, and excellent warranty. But there is a sea of iPad cases to choose from -- that's why we went hands-on and dove deep into expert research to find the best iPad Air cases for you. See the best iPad Air cases and covers to not only protect your tablet, but also help with productivity, functionality, and even add a bit of flare.

what are the best iPad Air cases

Reasoning with R1 16 sources ▾

The best iPad Air cases of 2025: Expert tested | zidnet The 8 Best iPad Air Cases and Covers to Protect... What's the Best i bestproducts paperlike

Perplexity



The best iPad Air cases in 2025 balance protection, functionality, and style. Based on expert testing and user reviews, here are the top choices:

Top Recommendations

Zugu iPad Air Case (\$60) emerges as the best overall option with:

- 8 adjustable stand angles for versatile viewing/typing
- Military-grade drop protection up to 5 feet

Ask follow-up



PHOTOGRAPH: ZUGU

Best Overall Folio Case

Zugu Case

It took mere minutes to realize I was looking at the best iPad case I'd ever tried. Zugu has been making iPad cases for a *long* time, and it has one for practically every model out there. This case feels durable, with a rigid bumper around the edges, and the buttons are easy to press. There's a sizable lip sticking out of the edges to protect the screen if it falls flat, which is nice. The cover is magnetized so it stays shut (and can wake or put the screen to sleep). Flip it around and pull out the flap on the back to magnetically adjust the screen for up to eight (*eight!*) different angles. Because the cover is rigid and large, it's also one of the most stable iPad cases I've ever used on my lap.

Best of all, since the case is magnetic, you can just stick the whole thing to a fridge and it stays secure. It's well-designed, comes in an array of colors, is reasonably priced, and even has a spot to securely store the Apple Pencil when it's not charging. It's hard to find faults here—Zugu also donates 10 percent of all its profits to charitable causes like [Children International](#). It's also available for the [iPad Air \(13-inch, M2\)](#) and both sizes of the [iPad Pro \(M4\)](#) for \$70 and \$80, respectively.

[\\$53 AT AMAZON](#)

What is the best ipad folio case?

◆ It's tricky to say definitively what the "absolute best" iPad folio case is, as it heavily depends on individual needs and preferences. However, I can provide you with a breakdown of some highly regarded options, highlighting their strengths:

Top Contenders:

- **Zugu iPad Pro Case:**
 - Consistently praised for its exceptional adjustability, offering multiple viewing angles.
 - Provides robust protection with its rugged design.
 - Features a secure magnetic mount and a convenient Apple Pencil holder.
 - Generally highly rated for overall quality and value.
- **Logitech Combo Touch Keyboard Case:**
 - Ideal for those seeking a laptop-like experience with their iPad.
 - Includes a detachable keyboard with backlit keys and a trackpad.
 - Offers good protection and versatility.
 - This is a great option for people that need to do a lot of typing.
- **Apple Smart Folio:**
 - A sleek and lightweight option that maintains the iPad's slim profile.
 - Offers basic protection against scratches and scuffs.
 - Features a simple folding design for basic stand functionality.
 - A very good basic option, if you want to keep the iPad light.



Enter a prompt for Gemini



What Doesn't Work for GEO

- 1. Assuming good SEO and positions in the Google SERPs will mean frequent mentions in ChatGPT and other Gen AI answers.**
- 2. Diagrams, screenshots, or product images. These don't get surfaced in Gen AI chatbots right now. Video sometimes does, but rarely.**
- 3. Duplicating answers in your content. This can cause confusion and make it difficult for Gen AI to understand the pattern.**
- 4. Posting high volumes of unedited AI content on your website.**

How To Measure Success for GEO

KPIs to Measure for GEO

- For AI Overviews and GEO tracking performance is challenging because there are no direct rankings like traditional SEO.
- However, there are some useful metrics that can be tracked:
 - Target keywords with AI Overview features (Moz STAT/count)
 - Referral Traffic from AI Search Engines (GA4)
 - Conversions from AI Search Engine Traffic (GA4)
 - AI Search Engine Traffic Sources (GA4)
 - Brand Sentiment and Citation Frequency (Manual or via Try Profound)

AI Overviews Counts

AI Overviews

Region	AIO's end Q2	AIO's end Q1	Change
US	98	57	+72%
UK	7	1	+600%
India	81	36	+125%

GA4 Filter for Gen AI Referral Traffic

The screenshot shows the Google Analytics 4 interface with a custom filter applied. The left sidebar is collapsed, and the main view displays a report titled "Traffic acquisition: Session default channel group". The report covers the last 90 days from December 10, 2024, to March 9, 2025. A green box highlights the "Session ID - AI Platform Separation" filter step in the top navigation bar. The report table includes columns for Active users, Sessions, Engaged sessions, Average engagement time per session, Engaged sessions per active user, Events per session, and Engagement rate. The data rows show various acquisition channels, with row 14, "AI Platform Traffic", also highlighted in a green box at the bottom.

	Active users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per active user	Events per session	Engagement rate
Total	69,043 100% of total	97,049 100% of total	85,302 100% of total	1m 02s Avg 0%	1.24 Avg 0%	7.77 Avg 0%	87.9% Avg 0%
1 Organic Search	40,863	51,337	46,171	1m 04s	1.13	6.53	89.94%
2 Direct	14,809	20,331	15,493	42s	1.05	7.70	76.2%
3 Cross-network	6,894	9,727	9,011	1m 13s	1.31	10.39	92.64%
4 Unassigned	3,102	4,089	2,121	1m 07s	0.68	7.13	51.87%
5 Organic Video	2,052	3,578	3,247	1m 26s	1.58	11.93	90.75%
6 Organic Shopping	1,871	3,779	3,537	55s	1.89	9.73	93.6%
7 Organic Social	830	886	764	14s	0.92	6.22	86.23%
8 Paid Social	572	983	940	30s	1.64	7.93	95.63%
9 SMS	479	1,140	1,068	55s	2.23	8.97	93.68%
10 Referral	438	802	712	1m 11s	1.63	9.54	88.78%
11 Paid Search	406	730	641	1m 51s	1.58	16.09	87.81%
12 Email	306	645	541	1m 34s	1.77	10.95	83.88%
13 Paid Shopping	110	150	143	41s	1.30	7.95	95.33%
14 AI Platform Traffic	79	116	95	59s	1.20	12.48	81.9%

GA4 Filter for Gen AI Referral Traffic

The image shows two screenshots of the Google Analytics 4 Admin interface. The left screenshot displays the 'Channel groups' section under 'Data display'. A green box highlights the 'Channel groups' option, and a large black arrow points from it to the right screenshot. The right screenshot shows the 'Channel details' page for a new channel named 'AI Platform Traffic'. The 'Channel conditions' section contains a list of rules to match 'Source' against various AI domains: 'chat.openai.com', 'chatgpt.com', 'copilot.microsoft.com', 'edgeservices.bing.com', 'gemini.google.com', and 'perplexity'. A blue 'Save channel' button is visible at the top right.

These settings affect your property [What's a property?](#)

- Property details
- Property access management
- Property change history
- Property data API quota history
- Scheduled emails
- Analytics Intelligence Search History

Data display

These settings control how data is shown in your reports

- Events
- Key events
- Audiences
- Comparisons
- Segments
- Custom definitions
- Channel groups**
- Attribution settings
- Reporting identity
- DebugView

Channel details

Channel name

AI Platform Traffic

Channel conditions

Add conditions to define your custom channel

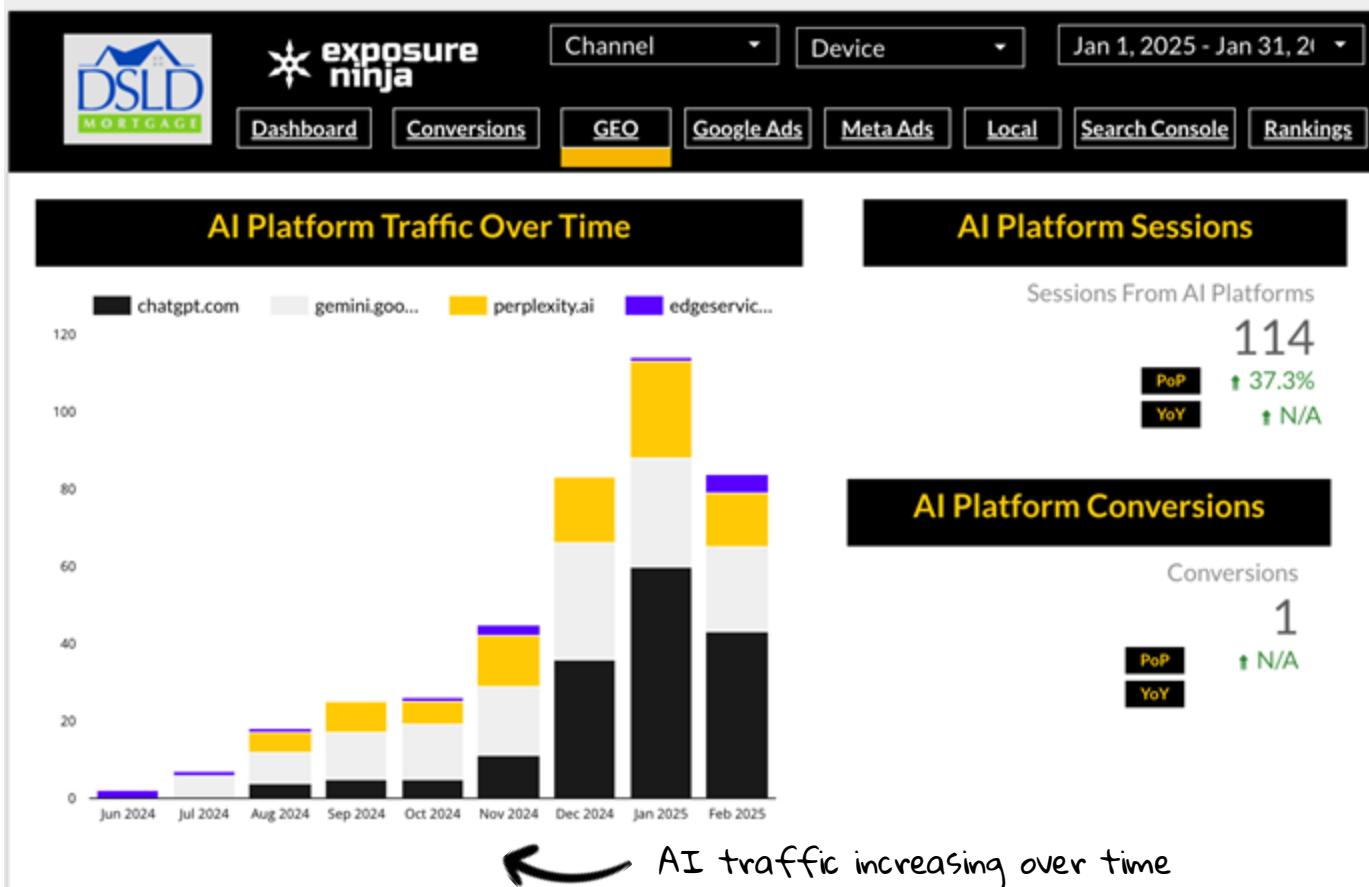
Match AT LEAST ONE rule in this group

Source	Condition	Value	Remove
Source	matches exactly (v)	chat.openai.com	X
Source	matches exactly (v)	chatgpt.com	X
Source	matches exactly (v)	copilot.microsoft.com	X
Source	matches exactly (v)	edgeservices.bing.com	X
Source	matches exactly (v)	gemini.google.com	X
Source	contains	perplexity	X

+ Add condition group

Save channel

AI Traffic & Conversions



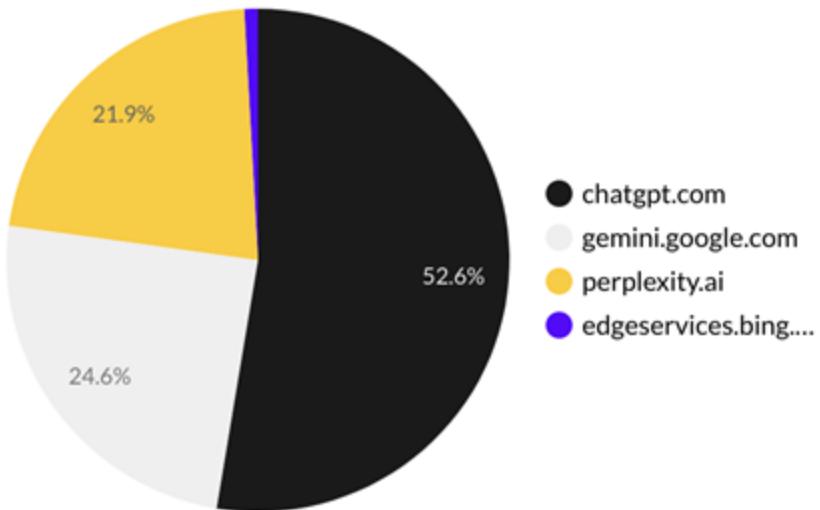
Source: Exposure Ninja client report (DSLD Mortgage)

Top GEO Landing Pages

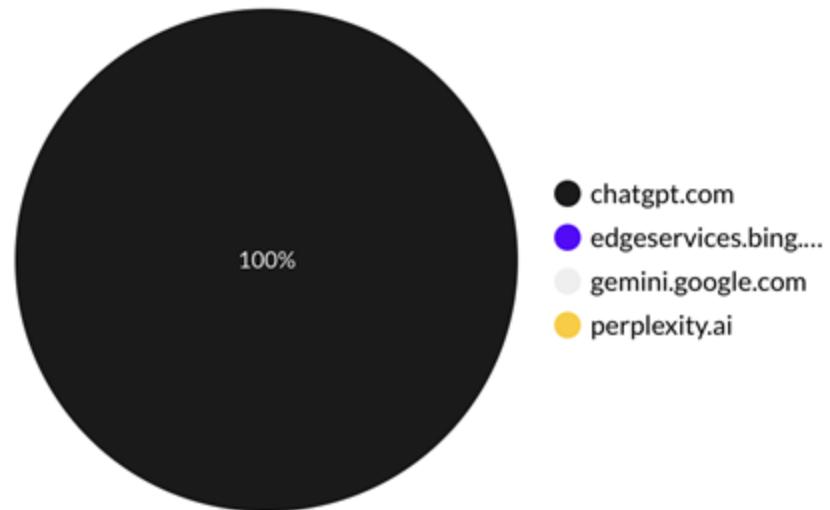
Landing page	Sessions ② ▾	% Δ	Conversions ① ▾	% Δ	Session conversion rate	% Δ
1. /blog/fha-multifamily-loan	1	-	1	-	100%	-
2. (not set)	16	23.1% ↑	0	-	0%	-
3. /blog/how-much-house-can-i-afford-with-...	10	-	0	-	0%	-
4. /blog/a-complete-understanding-of-fee-si...	9	-	0	-	0%	-
5. /blog/what-happens-if-i-pay-2-extra-mort...	6	-33.3% ↓	0	-	0%	-
6. /blog/fannie-maes-family-opportunity-mo...	5	150.0% ↑	0	-	0%	-
7. /blog/how-much-house-can-i-afford-with-...	4	0.0%	0	-	0%	-
8. /blog/top-neighborhoods-in-pensacola-a-...	4	-	0	-	0%	-
9. /blog/what-is-a-subject-to-mortgage	4	33.3% ↑	0	-	0%	-
...
					1 - 50 / 50	< >

AI Traffic & Conversion Sources

AI Platform Traffic Split



AI Platform Conversion Split



Source: Exposure Ninja client report (DSLD Mortgage)

Correct, Incorrect, and Missing

We identified what AI platforms correctly identified about your business, the incorrect misconceptions, and the

Cons

What the AI platforms consider to be a downside to using [REDACTED]

- **Limited Service Scope:** Their specialisation in liquidation means they might not be suitable for companies needing broader restructuring or turnaround solutions.
- **Potential Geographic Limitations:** Being based in Manchester may make them less accessible for some clients.
- **Digital Focus:** Reliance on digital communication and processes may not be ideal for everyone.
- **Potential for Additional Costs:** While base fees are transparent, additional charges may apply in complex cases.
- **High Client Volume:** While a sign of their success, it could potentially impact the level of personalised attention for each case.

Pros

[REDACTED]
ations handled since 1994,
ing both solvent and insolvent

[REDACTED]
for their services..." with clear

[REDACTED]
by the Institute of Chartered
s a member of R3, ensuring
rds."

[REDACTED]
tors, contractors and those

[REDACTED]
isuring clients fully understand

AI Sentiment Analysis

Profound

Platform

Resources

Enterprise

Pricing

Careers

Log in

Get started

Rho

...

Home

Search

Inbox

Metrics

Industry

Topic

Model

Citation

Improve

Rho > Home

Home

Last 24 hours

Last 7 days

Last 30 days

Custom range

All models

Region

Filter

Brand visibility

Percentage of AI answers about Business credit cards that mention Rho

Visibility score

89.8%

↑ 1% vs last week



Brand Industry Ranking

1	Chase	↑ 5%	92%
2	Rho	↑ 1%	89.8%
3	American Express	↓ 1%	85.2%
4	Capital on Tap	↑ 5%	78%
5	US bank	↓ 2%	76.9%
6	Bill	↑ 1.8%	72.3%

Topic visibility

Actionable Takeaways



1 Build your SEO strategies to incorporate GEO

2 Set KPIs and update GA4 reporting to clearly show traffic from generative AI

3 Integrate PR, data, statistics and quotes into your SEO content

4 Expect and prepare for continued increases in AI Search

We help medium to enterprise companies dominate and scale through search marketing.

Let's talk:

exposureninja.com

“That's *amazing* re keyword ranking for hyaluronic acid! A *BIG win!*”

