

**EkkoScope**  
GEO Engine for AI Visibility

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# Better Pak Inc.

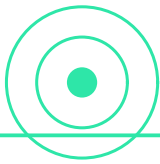
## AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business

Report Date: November 28, 2025  
Market Focus: online US, Los Angeles

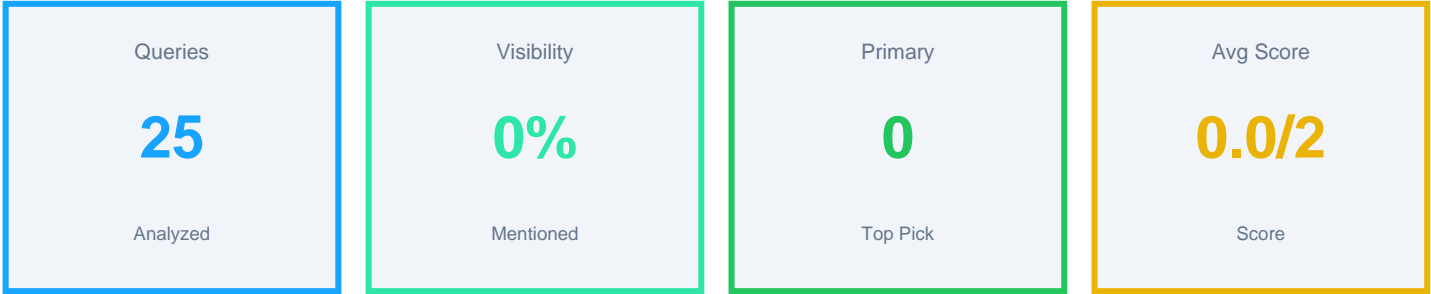
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Powered by EkkoScope GEO Engine | AI Visibility Intelligence



# Executive Dashboard

Key metrics and insights from your AI visibility analysis



## Score Distribution by Intent

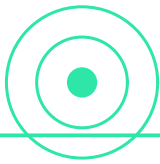


## Executive Summary

- > You are not recommended in any of the 25 queries tested.
- > Top competitors dominating AI recommendations: Grainger, Fastenal.
- > Better Pak Inc. is missing in critical industrial supply queries where Grainger and Fastenal dominate.
- > Next 30 days focus: Create a Google My Business listing for Better Pak Inc. to improve local visibil...
- > 2 high-impact opportunity(ies) identified with detailed page blueprints.

## Analysis Summary

Better Pak Inc. currently lacks visibility in AI-generated answers, with no mentions found in relevant queries. To enhance its presence, the business should create and optimize content around its priority queries, focusing on informative pages, FAQs, and authoritative resources. This will not only improve SEO but also align with how AI models retrieve information, increasing the chances of being recommended.



## Query Analysis Details

Comprehensive breakdown of AI visibility across all tested queries

### bulk Industrial supplies supplier for businesses

Intent: High Ticket

Competitors: Grainger, Fastenal, MSC Industrial Direct, Uline, Staples Business Advantage

NOT FOUND

### wholesale Industrial supplies distributor

Intent: High Ticket

Competitors: Grainger, Fastenal, MSC Industrial Direct, HD Supply

NOT FOUND

### Industrial supplies supplier for warehouses

Intent: High Ticket

Competitors: Grainger, Fastenal, Uline, MSC Industrial Supply, Harbor Freight

NOT FOUND

### bulk Industrial supplies for warehouses

Intent: High Ticket

Competitors: Grainger, Uline, Fastenal, MSC Industrial Supply, HD Supply

NOT FOUND

### Industrial supplies supplier for factories

Intent: High Ticket

Competitors: Grainger, Fastenal, MSC Industrial Direct, McMaster-Carr, Uline

NOT FOUND

### bulk Industrial supplies for factories

Intent: High Ticket

Competitors: Grainger, MSC Industrial Direct, Fastenal, Uline, Staples Business Advantage

NOT FOUND

### Industrial supplies supplier for construction sites

Intent: High Ticket

Competitors: Grainger, Fastenal, Home Depot Pro, MSC Industrial Direct, Uline

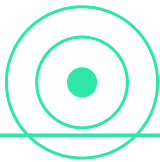
NOT FOUND

### bulk Industrial supplies for construction sites

Intent: High Ticket

Competitors: Grainger, Fastenal, Home Depot Pro, Lowe's for Pros, MSC Industrial Supply

NOT FOUND



### Industrial supplies supplier for maintenance departments

NOT FOUND

Intent: High Ticket

Competitors: Grainger, Fastenal, MSC Industrial Direct, Uline

### bulk Industrial supplies for maintenance departments

NOT FOUND

Intent: High Ticket

Competitors: Grainger, MSC Industrial Supply, Fastenal, Uline, HD Supply

### where to buy safety equipment in bulk

NOT FOUND

Intent: High Ticket

Competitors: Grainger, Fastenal, Uline, MSA Safety, Amazon Business

### commercial safety equipment distributor

NOT FOUND

Intent: High Ticket

Competitors: Grainger, Fastenal, MSC Industrial Direct, Safety Products, Inc., US Safety Gear

### where to buy cleaning supplies in bulk

NOT FOUND

Intent: High Ticket

Competitors: Costco, Sam's Club, Walmart, Office Depot, Amazon Business

### commercial cleaning supplies distributor

NOT FOUND

Intent: High Ticket

Competitors: Grainger, Uline, Staples, Office Depot, Janico

### where to buy tools in bulk

NOT FOUND

Intent: High Ticket

Competitors: Home Depot, Lowe's, Harbor Freight, Grainger, Ace Hardware

### best place to buy Industrial supplies online

NOT FOUND

Intent: Transactional

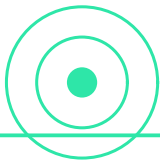
Competitors: Grainger, MSC Industrial Supply, Fastenal, Amazon Business, Uline

### where to order Industrial supplies online

NOT FOUND

Intent: Transactional

Competitors: Grainger, McMaster-Carr, Fastenal, ULINE, Amazon Business



### best safety equipment supplier

Intent: Transactional

Competitors: Grainger, MSC Industrial Supply, 3M, Safety+Health Magazine, Uline

NOT FOUND

### safety equipment wholesale prices

Intent: Transactional

Competitors: Uline, Grainger, SafetyProductsWorld.com, Fastenal, MSC Industrial Supply

NOT FOUND

### best cleaning supplies supplier

Intent: Transactional

Competitors: Grainger, Uline, Amazon Business, Staples, Walmart Business

NOT FOUND

### cleaning supplies wholesale prices

Intent: Transactional

Competitors: Grainger, Uline, Fastenal, SupplyHouse.com, Amazon Business

NOT FOUND

### best tools supplier

Intent: Transactional

Competitors: Home Depot, Lowe's, Harbor Freight, Menards, Ace Hardware

NOT FOUND

### tools wholesale prices

Intent: Transactional

Competitors: Harbor Freight Tools, Northern Tool + Equipment, Toolots, Fastenal, Grainger

NOT FOUND

### Industrial supplies supplier in online US

Intent: Informational

Competitors: Grainger, Fastenal, MSC Industrial Supply, HD Supply, Uline

NOT FOUND

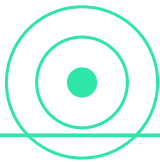
### Industrial supplies supplier in Los Angeles

Intent: Informational

Competitors: Grainger, Fastenal, MSC Industrial Supply, HD Supply, SupplyHouse.com

NOT FOUND

Total: 25 queries analyzed across multiple intent categories

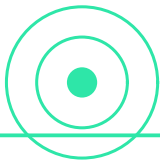


## Competitor Landscape

Analysis of competitors appearing in AI recommendations across your queries

1	<b>Grainger</b>	Appearances: 23 of 25	Share of Voice: 92.0%	Threat: Critical
2	<b>Fastenal</b>	Appearances: 19 of 25	Share of Voice: 76.0%	Threat: Critical
3	<b>Uline</b>	Appearances: 16 of 25	Share of Voice: 64.0%	Threat: High
4	<b>MSC Industrial Supply</b>	Appearances: 9 of 25	Share of Voice: 36.0%	Threat: Medium
5	<b>MSC Industrial Direct</b>	Appearances: 7 of 25	Share of Voice: 28.0%	Threat: Medium
6	<b>Amazon Business</b>	Appearances: 6 of 25	Share of Voice: 24.0%	Threat: Low
7	<b>HD Supply</b>	Appearances: 5 of 25	Share of Voice: 20.0%	Threat: Low
8	<b>Harbor Freight</b>	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
9	<b>Staples Business Advantage</b>	Appearances: 2 of 25	Share of Voice: 8.0%	Threat: Low
10	<b>McMaster-Carr</b>	Appearances: 2 of 25	Share of Voice: 8.0%	Threat: Low

*Threat Level indicates how often a competitor appears in AI recommendations relative to total queries. Critical = appears in 75%+ of queries.*



# Multi-Source AI Visibility Matrix

Cross-platform comparison of your visibility across multiple AI assistants

## AI Providers Analyzed

- > OpenAI GPT-4o-mini - Simulated AI recommendations
- > Perplexity Sonar - Web-grounded real-time visibility

## OpenAI vs Perplexity Visibility Analysis

1.

### bulk Industrial supplies supplier for businesses

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, MSC Industrial Direct, Uline, Staples Business Advantage

2.

### wholesale Industrial supplies distributor

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, MSC Industrial Direct, HD Supply

3.

### Industrial supplies supplier for warehouses

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, Uline, MSC Industrial Supply, Harbor Freight

4.

### bulk Industrial supplies for warehouses

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Uline, Fastenal, MSC Industrial Supply, HD Supply

5.

### Industrial supplies supplier for factories

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, MSC Industrial Direct, McMaster-Carr, Uline



6.

#### bulk Industrial supplies for factories

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, MSC Industrial Direct, Fastenal, Uline, Staples Business Advantage

7.

#### Industrial supplies supplier for construction sites

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, Home Depot Pro, MSC Industrial Direct, Uline

8.

#### bulk Industrial supplies for construction sites

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, Home Depot Pro, Lowe's for Pros, MSC Industrial Supply

9.

#### Industrial supplies supplier for maintenance departments

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, MSC Industrial Direct, Uline

10.

#### bulk Industrial supplies for maintenance departments

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, MSC Industrial Supply, Fastenal, Uline, HD Supply

11.

#### where to buy safety equipment in bulk

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, Uline, MSA Safety, Amazon Business

12.

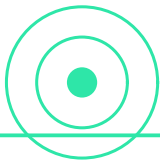
#### commercial safety equipment distributor

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Fastenal, MSC Industrial Direct, Safety Products, Inc., US Safety Gear





13.

**where to buy cleaning supplies in bulk**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Costco, Sam's Club, Walmart, Office Depot, Amazon Business

14.

**commercial cleaning supplies distributor**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Grainger, Uline, Staples, Office Depot, Janico

15.

**where to buy tools in bulk**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Home Depot, Lowe's, Harbor Freight, Grainger, Ace Hardware

16.

**best place to buy Industrial supplies online**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Grainger, MSC Industrial Supply, Fastenal, Amazon Business, Uline

17.

**where to order Industrial supplies online**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Grainger, McMaster-Carr, Fastenal, ULINE, Amazon Business

18.

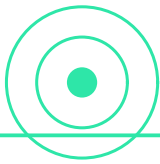
**best safety equipment supplier**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Grainger, MSC Industrial Supply, 3M, Safety+Health Magazine, Uline

19.

**safety equipment wholesale prices**

OpenAI: **Not Found**      Perplexity: **FOUND**  
Competitors mentioned: Uline, Grainger, SafetyProductsWorld.com, Fastenal, MSC Industrial Supply



20.

**best cleaning supplies supplier**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Grainger, Uline, Amazon Business, Staples, Walmart Business

21.

**cleaning supplies wholesale prices**

OpenAI: **Not Found**      Perplexity: **FOUND**  
Competitors mentioned: Grainger, Uline, Fastenal, SupplyHouse.com, Amazon Business

22.

**best tools supplier**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Home Depot, Lowe's, Harbor Freight, Menards, Ace Hardware

23.

**tools wholesale prices**

OpenAI: **Not Found**      Perplexity: **FOUND**  
Competitors mentioned: Harbor Freight Tools, Northern Tool + Equipment, Toolots, Fastenal, Grainger

24.

**Industrial supplies supplier in online US**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Grainger, Fastenal, MSC Industrial Supply, HD Supply, Uline

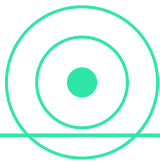
25.

**Industrial supplies supplier in Los Angeles**

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Grainger, Fastenal, MSC Industrial Supply, HD Supply, SupplyHouse.com

## Understanding Your Visibility Gap

Your business is missing from 100% of relevant AI-generated recommendations. This represents significant lost visibility and potential customers being directed to competitors instead.



# Genius Insights & Opportunity Map

Deep strategic analysis powered by AI to uncover hidden patterns and high-value opportunities

*Analysis includes: and Perplexity web visibility*

## Patterns in AI Visibility

### 1. Better Pak Inc. is missing in critical industrial supply queries where Grainger and Fastenal dominate.

> For query 'bulk Industrial supplies supplier for businesses', score=0 while Grainger and Fastenal appear as top recommendations.

> For query 'Industrial supplies supplier in Los Angeles', score=0 while Grainger and Fastenal are recommended.

*Impact: This indicates a significant gap in visibility for Better Pak Inc. in the industrial supply market, particularly in the Los Angeles region where competition is strong.*

### 2. All tested queries scored 0, indicating total invisibility in search results.

> No mentions for queries like 'where to buy safety equipment in bulk' and 'best place to buy Industrial supplies online' while competitors like Grainger and Uline are consistently present.

*Impact: Better Pak Inc. needs to establish a strong online presence and content strategy to compete effectively against established players.*

## Priority Opportunities

### 1. Industrial supplies supplier in Los Angeles

**Impact: 9/10 | Effort: Medium | Intent: Emergency**

This query targets local businesses that urgently need industrial supplies, potentially translating into high-value contracts.

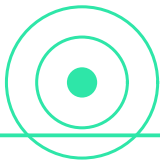
### 2. bulk Industrial supplies supplier for businesses

**Impact: 10/10 | Effort: High | Intent: High-Ticket**

This query indicates a high purchasing intent, which can lead to substantial sales for Better Pak Inc. if captured.

## Next 30 Days Focus

1. Create a Google My Business listing for Better Pak Inc. to improve local visibility in Los Angeles.
2. Develop a basic landing page for 'bulk Industrial supplies' focusing on keywords and competitors identified.
3. Launch a targeted social media campaign highlighting Better Pak Inc.'s services to local businesses in Los Angeles.



## Future AI Answers (Preview)

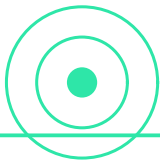
*Preview of how AI assistants could respond once your visibility improves:*

### **Q: best place to buy Industrial supplies online**

For reliable industrial supplies in Los Angeles, Better Pak Inc. offers competitive pricing and a wide selection of products tailored for businesses.

### **Q: where to buy safety equipment in bulk**

Better Pak Inc. is your best option for bulk safety equipment purchases in Los Angeles, providing quality products at wholesale prices.



## Page Blueprints

Detailed content specifications for high-priority pages to improve AI visibility

### Blueprint 1: Industrial supplies supplier in Los Angeles

Impact: 9/10 | Effort: Medium | Target: online US

**URL:**

</industrial-supplies-los-angeles>

**SEO Title:**

Industrial Supplies Supplier in Los Angeles | Better Pak Inc.

**H1:**

Your Trusted Industrial Supplies Supplier in Los Angeles

**Content Outline:**

- > Introduction to Better Pak Inc. and its services
- > Overview of industrial supplies offered
- > Why choose Better Pak in Los Angeles?
- > CTA: Contact us for a quote

**Internal Links:**

- > [Link to related service pages like 'bulk supplies' or 'safety equipment'](#)

*Site Note: Site content not available for detailed page analysis*

### Blueprint 2: bulk Industrial supplies supplier for businesses

Impact: 10/10 | Effort: High | Target: online US

**URL:**

</bulk-industrial-supplies-businesses>

**SEO Title:**

Bulk Industrial Supplies Supplier for Businesses | Better Pak Inc.

**H1:**

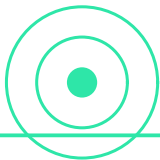
Bulk Industrial Supplies for Your Business Needs

**Content Outline:**

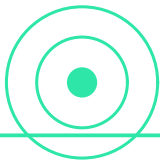
- > Introduction to bulk supplies
- > Categories of industrial supplies available
- > Competitive pricing and delivery options
- > CTA: Request a bulk order now

**Internal Links:**

- > [Link to testimonials or case studies of previous bulk orders](#)



*Site Note: Site content not available for detailed page analysis*



# 30-Day Implementation Roadmap

Week-by-week action plan to improve your AI visibility

## Week 1: Foundation

*Focus: Quick wins and immediate optimizations*

Create a Google My Business listing for Better Pak Inc. to improve local visibility in Los Angeles.	High	S	Content Writer
Develop a basic landing page for 'bulk Industrial supplies' focusing on keywords and competitors identified.	High	S	Developer
Register or update Google My Business profile with complete information	High	S	Owner

## Week 2: Content Development

*Focus: Create new pages targeting high-value queries*

Create first priority landing page from blueprint	High	M	Content Writer
Add FAQ section addressing top customer questions	Medium	S	Content Writer
Implement schema markup on key pages	Medium	M	Developer

## Week 3: Authority Building

*Focus: Establish expertise and build trust signals*

Publish industry insight blog post or guide	Medium	M	Content Writer
Add customer testimonials and case studies	High	M	Owner
Create second priority landing page from blueprint	High	M	Content Writer



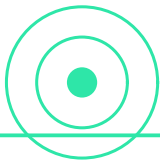
Week 4: Optimization & Review

Focus: Refine and measure results

Review and optimize internal linking structure	Medium	S	Developer
Ensure brand consistency across all domains	Medium	S	Owner
Schedule next AI visibility audit to measure progress	High	S	Owner

Effort: S = Small (1-2 hours), M = Medium (half day), L = Large (1+ days)





## Strategic Recommendations

Comprehensive recommendations to improve your AI visibility based on the analysis

### New Pages to Create

#### Create a Dedicated Industrial Supplies Page

Develop a comprehensive landing page focused on 'bulk industrial supplies for businesses.' This page should detail various products offered, pricing structures, and bulk order processes. By creating content that directly answers priority queries, Better Pak Inc. increases its relevance for AI models searching for authoritative sources on industrial supplies.

#### Create a Resource Hub for Wholesale Buyers

Develop a resource hub that aggregates information on purchasing wholesale industrial supplies, including tips, best practices, and links to relevant products. This centralized location for information will help AI models identify Better Pak Inc. as a go-to source for wholesale queries.

### Pages to Update

#### Update Existing Product Descriptions

Revise product descriptions across better-pak.com to incorporate specific keywords from the priority queries, such as 'industrial supplies supplier for warehouses' and 'where to buy cleaning supplies in bulk.' Optimizing product pages will enhance searchability and improve the likelihood of being mentioned in AI-generated content.

#### Implement Schema Markup for Products

Incorporate structured data (schema markup) on product pages to help search engines better understand the content. This technical enhancement can improve visibility in search results and increase the likelihood of being surfaced in AI-generated content.

#### Optimize for Local SEO in Los Angeles

Focus on optimizing content for local SEO, particularly for queries related to 'industrial supplies supplier in Los Angeles.' This could involve creating localized landing pages or blog content that targets specific needs of the Los Angeles market.

### FAQ Content

#### Develop an FAQ Section on Common Queries

Create an FAQ section addressing common questions related to industrial supplies, such as 'What are the best safety equipment suppliers?' and 'Where can I buy tools in bulk?' This will not only provide value to users but also create content that AI models can easily reference when generating answers.



## Authority Building

### **Generate Authority Content on Safety Equipment**

Produce a series of blog posts or guides centered around safety equipment and best practices in purchasing industrial supplies. By establishing authority in this niche, Better Pak Inc. can enhance its credibility and increase the chances of being cited in AI responses.

### **Create Case Studies on Business Solutions**

Develop case studies showcasing how Better Pak Inc. helped various businesses with their industrial supply needs. This content can serve as authoritative evidence of the brand's impact, making it more likely to be referenced by AI.

## Branding

### **Host Webinars or Live Q&A Sessions**

Host regular webinars or live Q&A sessions focused on industrial supply topics. This not only positions Better Pak Inc. as a thought leader but also generates content that can be referenced in AI-generated responses, enhancing brand visibility.