

# EkkoScope

GEO Engine for AI Visibility

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## Better Pak Inc.

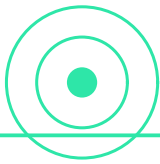
### AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business

Report Date: November 27, 2025  
Market Focus: online US, Los Angeles

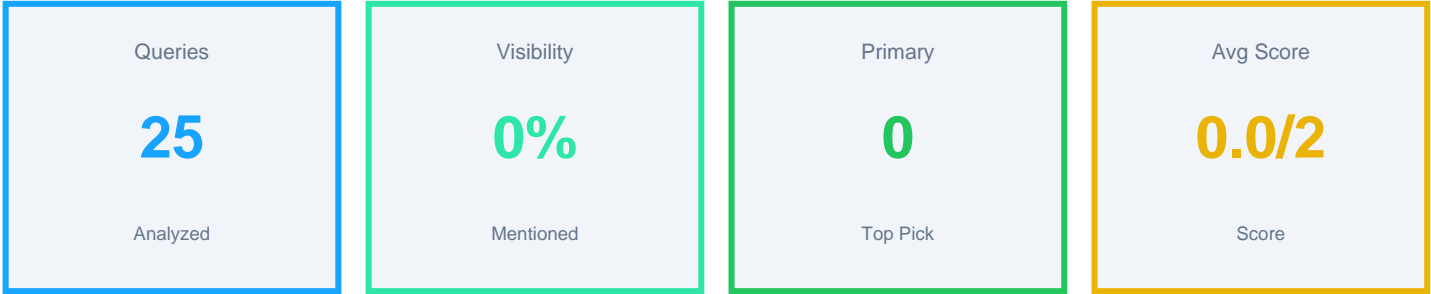
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Powered by EkkoScope GEO Engine | AI Visibility Intelligence



# Executive Dashboard

Key metrics and insights from your AI visibility analysis



## Score Distribution by Intent

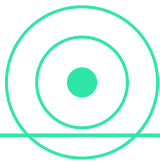


## Executive Summary

- > You are not recommended in any of the 25 queries tested.
- > Top competitors dominating AI recommendations: Grainger, Fastenal.
- > Better Pak Inc. is missing from key queries related to bulk industrial supplies.
- > Next 30 days focus: Create a dedicated landing page for 'bulk Industrial supplies for warehouses' to...
- > 2 high-impact opportunity(ies) identified with detailed page blueprints.

## Analysis Summary

To enhance Better Pak Inc.'s visibility in AI-generated answers, it is crucial to create and optimize content that aligns with their priority queries and business offerings. By developing targeted pages and FAQs, and improving branding elements, Better Pak Inc. can improve its chances of being mentioned in relevant AI-generated responses.



## 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, SupplyHouse.com

### **wholesale industrial supplies distributor**

Intent: High Ticket

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

### **industrial supplies supplier for warehouses**

Intent: High Ticket

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

### **bulk industrial supplies for warehouses**

Intent: High Ticket

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

### **industrial supplies supplier for factories**

Intent: High Ticket

Competitors: Grainger, MSC Industrial Direct, Fastenal, HD Supply, McMaster-Carr

### **bulk industrial supplies for factories**

Intent: High Ticket

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

### **industrial supplies supplier for construction sites**

Intent: High Ticket

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

### **bulk industrial supplies for construction sites**

Intent: High Ticket

Competitors: Grainger, Fastenal, Home Depot Pro, MSC Industrial Supply, SupplyHouse.com



**Industrial supplies supplier for maintenance departments**

Intent: High Ticket

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

**bulk industrial supplies for maintenance departments**

Intent: High Ticket

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

**where to buy safety equipment in bulk**

Intent: High Ticket

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

**commercial safety equipment distributor**

Intent: High Ticket

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

**where to buy cleaning supplies in bulk**

Intent: High Ticket

Competitors: Amazon Business, Uline, Grainger, Costco, Sam's Club

**commercial cleaning supplies distributor**

Intent: High Ticket

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

**where to buy tools in bulk**

Intent: High Ticket

Competitors: Harbor Freight, Home Depot, Lowe's, Grainger, Northern Tool

**best place to buy Industrial supplies online**

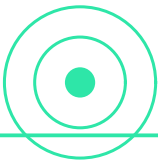
Intent: Transactional

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

**where to order Industrial supplies online**

Intent: Transactional

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



**best safety equipment supplier**

Intent: Transactional

Competitors: Grainger, MSC Industrial Supply, Safety Products, Inc., Fastenal, Cintas

**safety equipment wholesale prices**

Intent: Transactional

Competitors: Uline, Grainger, Fastenal, MSC Industrial Supply, Safety Equipment Direct

**best cleaning supplies supplier**

Intent: Transactional

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

**cleaning supplies wholesale prices**

Intent: Transactional

Competitors: SupplyTime, CleanItSupply, WholesaleJanitorSupply, Uline, W.B. Mason

**best tools supplier**

Intent: Transactional

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

**tools wholesale prices**

Intent: Transactional

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

**Industrial supplies supplier in online US**

Intent: Informational

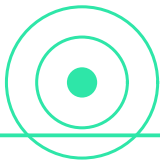
Competitors: Grainger, MSC Industrial Direct, Fastenal, Uline, Amazon Business

**Industrial supplies supplier in Los Angeles**

Intent: Informational

Competitors: Grainger, Fastenal, MSC Industrial Supply, Hisco, W.W. Grainger, Inc.

Total: 25 queries analyzed across multiple intent categories

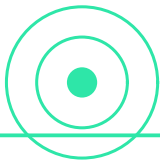


## Competitor Landscape

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: 20 of 25	Share of Voice: 80.0%	Threat: Critical
3	<b>Uline</b>	Appearances: 15 of 25	Share of Voice: 60.0%	Threat: High
4	<b>MSC Industrial Supply</b>	Appearances: 10 of 25	Share of Voice: 40.0%	Threat: Medium
5	<b>MSC Industrial Direct</b>	Appearances: 7 of 25	Share of Voice: 28.0%	Threat: Medium
6	<b>HD Supply</b>	Appearances: 7 of 25	Share of Voice: 28.0%	Threat: Medium
7	<b>Amazon Business</b>	Appearances: 6 of 25	Share of Voice: 24.0%	Threat: Low
8	<b>SupplyHouse.com</b>	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
9	<b>McMaster-Carr</b>	Appearances: 2 of 25	Share of Voice: 8.0%	Threat: Low
10	<b>Home Depot Pro</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, SupplyHouse.com

2.

### wholesale Industrial supplies distributor

OpenAI: **Not Found**

Perplexity: **Missing**

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

3.

### Industrial supplies supplier for warehouses

OpenAI: **Not Found**

Perplexity: **Missing**

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

4.

### bulk Industrial supplies for warehouses

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Grainger, Uline, Fastenal, MSC Industrial Supply, SupplyHouse.com

5.

### Industrial supplies supplier for factories

OpenAI: **Not Found**

Perplexity: **Missing**

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



6.

#### bulk Industrial supplies for factories

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

7.

#### Industrial supplies supplier for construction sites

OpenAI: **Not Found** Perplexity: **Missing**  
Competitors mentioned: Grainger, Fastenal, HD Supply, Lowe's for Pros, Home Depot Pro

8.

#### bulk Industrial supplies for construction sites

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

9.

#### Industrial supplies supplier for maintenance departments

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

10.

#### bulk Industrial supplies for maintenance departments

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

11.

#### where to buy safety equipment in bulk

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

12.

#### commercial safety equipment distributor

OpenAI: **Not Found** Perplexity: **Missing**  
Competitors mentioned: Grainger, MSC Industrial Direct, Fastenal, Uline, Safety Products, Inc.





13.

#### where to buy cleaning supplies in bulk

OpenAI: **Not Found** Perplexity: **Missing**  
Competitors mentioned: Amazon Business, Uline, Grainger, Costco, Sam's Club

14.

#### commercial cleaning supplies distributor

OpenAI: **Not Found** Perplexity: **Missing**  
Competitors mentioned: Grainger, Uline, Staples, MSC Industrial Direct, Fastenal

15.

#### where to buy tools in bulk

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

16.

#### best place to buy Industrial supplies online

OpenAI: **Not Found** Perplexity: **Missing**  
Competitors mentioned: Grainger, MSC Industrial Direct, Fastenal, Uline, McMaster-Carr

17.

#### where to order Industrial supplies online

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

18.

#### best safety equipment supplier

OpenAI: **Not Found** Perplexity: **Missing**  
Competitors mentioned: Grainger, MSC Industrial Supply, Safety Products, Inc., Fastenal, Cintas

19.

#### safety equipment wholesale prices

OpenAI: **Not Found** Perplexity: **FOUND**  
Competitors mentioned: Uline, Grainger, Fastenal, MSC Industrial Supply, Safety Equipment Direct



20.

#### best cleaning supplies supplier

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

21.

#### cleaning supplies wholesale prices

OpenAI: **Not Found**      Perplexity: **FOUND**  
Competitors mentioned: SupplyTime, CleanItSupply, WholesaleJanitorSupply, Uline, W.B. Mason

22.

#### best tools supplier

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

23.

#### tools wholesale prices

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

24.

#### Industrial supplies supplier in online US

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

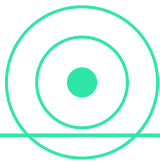
25.

#### Industrial supplies supplier in Los Angeles

OpenAI: **Not Found**      Perplexity: **Missing**  
Competitors mentioned: Grainger, Fastenal, MSC Industrial Supply, Hisco, W.W. Grainger, Inc.

### 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 from key queries related to bulk industrial supplies.

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

> For query 'bulk Industrial supplies for factories', score=0 while competitors Grainger, MSC Industrial Supply, and Fastenal dominate the results.

*Impact: This indicates a significant gap in visibility for Better Pak Inc. in high-value bulk supply markets, particularly for warehouse and factory supplies in Los Angeles.*

### 2. Competitors like Grainger and Fastenal have overwhelming visibility in industrial supply queries.

> Grainger appears in 22 queries and is leading the visibility, while Better Pak Inc. has no presence in any analyzed query.

> For the query 'where to order Industrial supplies online', Grainger, MSC Industrial Supply, and Amazon Business dominate, leaving Better Pak Inc. unmentioned.

*Impact: Better Pak Inc. must enhance its online presence to compete against established brands like Grainger and Fastenal, especially in the Los Angeles market.*

## Priority Opportunities

### 1. bulk Industrial supplies for warehouses

**Impact: 9/10 | Effort: Medium | Intent: High-Ticket**

This query targets businesses looking for bulk supplies, which can lead to high-value contracts for Better Pak Inc.

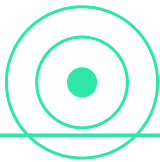
### 2. Industrial supplies supplier in Los Angeles

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

This query targets local businesses in need of industrial supplies, making it crucial for Better Pak Inc. to establish a strong local presence.

## Next 30 Days Focus

1. Create a dedicated landing page for 'bulk Industrial supplies for warehouses' to target local warehouse customers in Los Angeles.
2. Optimize the homepage to include keywords relevant to 'Industrial supplies supplier in Los Angeles' to improve local SEO.
3. Engage in local outreach to Los Angeles businesses and distribute flyers or digital ads promoting Better Pak Inc.'s industrial supply offerings.



## Future AI Answers (Preview)

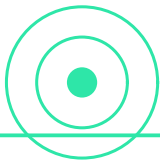
*Preview of how AI assistants could respond once your visibility improves:*

### **Q: where to buy industrial supplies online**

For purchasing industrial supplies online, Better Pak Inc. provides a wide range of options tailored for businesses in Los Angeles. Visit [better-pak.com](https://better-pak.com) for competitive pricing and fast shipping.

### **Q: bulk Industrial supplies supplier for businesses**

Better Pak Inc. is your go-to bulk industrial supplies supplier for businesses in Los Angeles. With a comprehensive inventory and tailored solutions, we cater to all your supply needs at competitive prices.



## Page Blueprints

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

### Blueprint 1: bulk Industrial supplies for warehouses

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

**URL:**

</bulk-industrial-supplies-for-warehouses>

**SEO Title**

Bulk Industrial Supplies for Warehouses in Los Angeles | Better Pak Inc.

**H1:**

Your Source for Bulk Industrial Supplies for Warehouses in Los Angeles

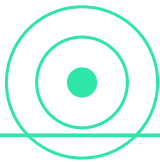
**Content Outline:**

- > Section 1: Overview of Warehouse Supply Needs
- > Section 2: Our Product Range for Warehouses
- > Section 3: Bulk Pricing and Ordering Information
- > CTA section: Contact Us for a Custom Quote

**Internal Links:**

- > [Link to /products](/products)
- > [Link to /contact](/contact)

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



## Blueprint 2: Industrial supplies supplier in Los Angeles

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

### URL:

</industrial-supplies-supplier-los-angeles>

SEO Title

Top Industrial Supplies Supplier in Los Angeles | Better Pak Inc.

H1:

Reliable Industrial Supplies Supplier in Los Angeles

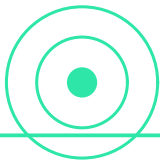
### Content Outline:

- > Section 1: Why Choose Better Pak Inc. for Industrial Supplies
- > Section 2: Our Comprehensive Inventory
- > Section 3: Customer Testimonials and Case Studies
- > CTA section: Inquire About Our Services Today

### Internal Links:

- > [Link to /about](/about)
- > [Link to /services](/services)

*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 dedicated landing page for 'bulk Industrial supplies for warehouses' to target local warehouse customers in Los Angeles.	High	S	Content Writer
Optimize the homepage to include keywords relevant to 'Industrial supplies supplier in Los Angeles' to improve local SEO.	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



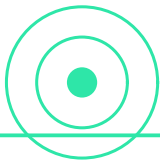
Week 4: Optimization & Review

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 Comprehensive Product Page

Develop a dedicated product page for bulk industrial supplies that includes detailed descriptions, specifications, and images of your main products. This will help search engines and AI models recognize your site as a key resource for those searching for wholesale industrial supplies.

#### Create a 'Industries We Serve' Page

Add a page that outlines the specific industries Better Pak Inc. serves, such as construction, manufacturing, and maintenance. This will position your business as a specialized provider, increasing the chances for AI to recommend your services in relevant contexts.

### FAQ Content

#### Write an FAQ Section on Safety Equipment

Implement an FAQ section addressing common queries about purchasing safety equipment in bulk. Answer questions like 'What types of safety equipment do you offer?' and 'How can I place a bulk order?' This will enhance your site's relevance to AI models looking for authoritative answers in this area.

### Pages to Update

#### Update Existing Content with Target Keywords

Revise current pages to include priority keywords such as 'bulk industrial supplies supplier for warehouses' and 'best safety equipment supplier.' This will help improve SEO and increase the likelihood of being featured in AI-generated responses.

#### Implement Schema Markup for Products

Utilize schema markup on your product pages to provide search engines with structured data about your offerings. This will help improve visibility in search results and make it easier for AI to identify your products when generating answers.



## Authority Building

### Develop a Blog on Industrial Supplies Trends

Start a blog that discusses trends and news related to industrial supplies. By offering valuable insights and expert opinions, you can establish your brand as an authority in the field, boosting your credibility with AI systems.

### Create Case Studies for Major Clients

Publish case studies showcasing successful partnerships with warehouses or factories. Detailed success stories will enhance your brand's authority and relevance, making it more likely for AI to reference your business in relevant queries.

## Branding

### Enhance Branding Across Domains

Ensure consistent branding across both domains, including logos, colors, and messaging. A strong and recognizable brand presence will help AI associate Better Pak Inc. with relevant queries more effectively.