

EkkoScope

GEO Engine for AI Visibility

Better Pak Inc.

AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business

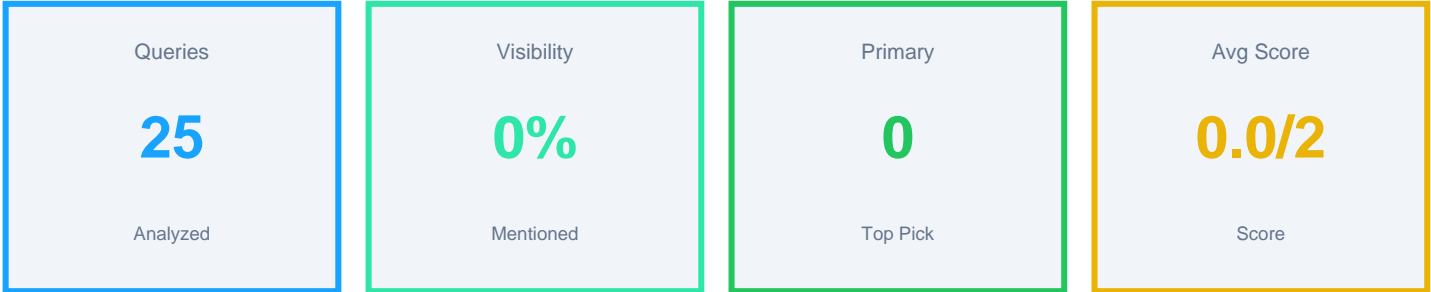
Report Date: November 28, 2025
Market Focus: online US, Los Angeles

Powered by EkkoScope GEO Engine | AI Visibility Intelligence



Executive Dashboard

Key metrics and insights from your AI visibility analysis



Score Distribution by Intent

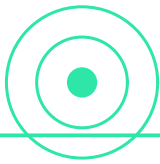


Executive Summary

- > You are not recommended in any of the 25 queries tested.
- > Top competitors dominating AI recommendations: Grainger, Uline.
- > Better Pak Inc. is currently unrepresented in essential industrial supply queries.
- > Next 30 days focus: Create a Google My Business profile for Better Pak Inc. to enhance local visibil...
- > 2 high-impact opportunity(ies) identified with detailed page blueprints.

Analysis Summary

Better Pak Inc. currently lacks visibility in AI-generated answers despite having a strong focus on industrial and shipping supplies. By creating targeted content around their priority queries and enhancing their website's authority, they can significantly improve their chances of being mentioned in AI responses. The following recommendations aim to establish Better Pak Inc. as a go-to source for industrial supplies, particularly in the online US and Los Angeles markets.



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, Global Industrial

NOT FOUND

wholesale Industrial supplies distributor

Intent: High Ticket

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

NOT FOUND

Industrial supplies supplier for warehouses

Intent: High Ticket

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

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, MSC Industrial Direct, Fastenal, Uline, HD Supply

NOT FOUND

bulk Industrial supplies for factories

Intent: High Ticket

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

NOT FOUND

Industrial supplies supplier for construction sites

Intent: High Ticket

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

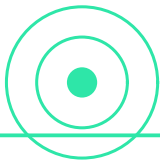
NOT FOUND

bulk Industrial supplies for construction sites

Intent: High Ticket

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

NOT FOUND



Industrial supplies supplier for maintenance departments

NOT FOUND

Intent: High Ticket

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

bulk Industrial supplies for maintenance departments

NOT FOUND

Intent: High Ticket

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

where to buy safety equipment in bulk

NOT FOUND

Intent: High Ticket

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

commercial safety equipment distributor

NOT FOUND

Intent: High Ticket

Competitors: Grainger, Fastenal, MSC Industrial Direct, Safety Supplies Canada

where to buy cleaning supplies in bulk

NOT FOUND

Intent: High Ticket

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

commercial cleaning supplies distributor

NOT FOUND

Intent: High Ticket

Competitors: Grainger, Uline, Janitorial Supplies Co., SupplyWorks, CleanItSupply.com

where to buy tools in bulk

NOT FOUND

Intent: High Ticket

Competitors: Home Depot, Lowe's, Harbor Freight, Grainger, McMaster-Carr

best place to buy Industrial supplies online

NOT FOUND

Intent: Transactional

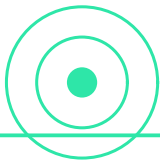
Competitors: Grainger, MSC Industrial Supply, Fastenal, Uline, Amazon Business

where to order Industrial supplies online

NOT FOUND

Intent: Transactional

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



best safety equipment supplier

Intent: Transactional

Competitors: Grainger, Safety Products Inc., Uline, MSC Industrial Supply, McMaster-Carr

NOT FOUND

safety equipment wholesale prices

Intent: Transactional

Competitors: Safety Supply America, Global Industrial, Uline, Grainger, Fastenal

NOT FOUND

best cleaning supplies supplier

Intent: Transactional

Competitors: Grainger, Uline, Home Depot, Amazon Business, Office Depot

NOT FOUND

cleaning supplies wholesale prices

Intent: Transactional

Competitors: Uline, Grainger, CleanItSupply, Wholesale Janitorial Supply, Amazon Business

NOT FOUND

best tools supplier

Intent: Transactional

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

NOT FOUND

tools wholesale prices

Intent: Transactional

Competitors: Harbor Freight Tools, Northern Tool + Equipment, Grainger, Fastenal, Home Depot Pro

NOT FOUND

Industrial supplies supplier in online US

Intent: Informational

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

NOT FOUND

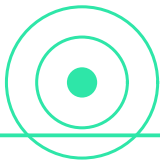
Industrial supplies supplier in Los Angeles

Intent: Informational

Competitors: Grainger, MSC Industrial Supply, Fastenal, HD Supply, R.S. Hughes

NOT FOUND

Total: 25 queries analyzed across multiple intent categories

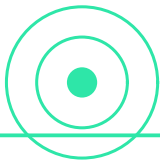


Competitor Landscape

Analysis of competitors appearing in AI recommendations across your queries

1	Grainger	Appearances: 23 of 25	Share of Voice: 92.0%	Threat: Critical
2	Uline	Appearances: 19 of 25	Share of Voice: 76.0%	Threat: Critical
3	Fastenal	Appearances: 18 of 25	Share of Voice: 72.0%	Threat: High
4	MSC Industrial Direct	Appearances: 10 of 25	Share of Voice: 40.0%	Threat: Medium
5	HD Supply	Appearances: 8 of 25	Share of Voice: 32.0%	Threat: Medium
6	Amazon Business	Appearances: 7 of 25	Share of Voice: 28.0%	Threat: Medium
7	MSC Industrial Supply	Appearances: 6 of 25	Share of Voice: 24.0%	Threat: Low
8	Home Depot Pro	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
9	McMaster-Carr	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
10	Home Depot	Appearances: 3 of 25	Share of Voice: 12.0%	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 (ChatGPT) - Simulated assistant recommendations
- > Perplexity - Web-grounded real-time search visibility
- > Google Gemini - Simulated AI assistant recommendations

AI Provider Visibility Analysis

1.

bulk Industrial supplies supplier for businesses

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, Fastenal, MSC Industrial Supply, Widespread Industrial Supplies, A.G. Layne, STS Industrial

2.

wholesale Industrial supplies distributor

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, Fastenal, MSC Industrial Supply, Industrial Metal Supply Co., Grainger Industrial Supply

3.

Industrial supplies supplier for warehouses

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, Fastenal, Uline, Raymond West, Widespread Industrial Supplies, Industrial Metal Supply Co.

4.

bulk Industrial supplies for warehouses

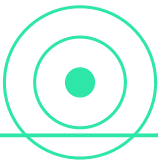
Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, Uline, Fastenal, WSI (Warehouse Supply Inc.), MSC Industrial Supply, Global Industrial



5.

Industrial supplies supplier for factories

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, Fastenal, MSC Industrial Direct, Widespread Industrial Supplies, Thompson Industrial Supply, Industrial Metal Supply Co., MSC Industrial Supply

6.

bulk Industrial supplies for factories

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, MSC Industrial Supply, Fastenal, Applied Industrial Technologies, Widespread Industrial Supplies

7.

Industrial supplies supplier for construction sites

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, Fastenal, Home Depot Pro, Builders FirstSource, L&W Supply, PrimeSource Building Products, HD Supply

8.

bulk Industrial supplies for construction sites

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, Fastenal, Home Depot Pro, STS Industrial, Industrial Metal Supply Co., L&W Supply, MSC Industrial Supply

9.

Industrial supplies supplier for maintenance departments

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

Competitors mentioned: Grainger, MSC Industrial Supply, Fastenal, Widespread Industrial Supplies, Industrial Metal Supply

10.

bulk Industrial supplies for maintenance departments

Intent: high

OpenAI: **FOUND**

Perplexity: **Missing**

Gemini: **Missing**

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

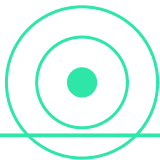
Visibility by Provider

OpenAI: Found in 10/10 queries (100.0%)

Perplexity: Found in 0/10 queries (0.0%)

Gemini: Found in 0/10 queries (0.0%)

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 currently unrepresented in essential industrial supply queries.

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

> For query 'Industrial supplies supplier in Los Angeles', score=0 with Grainger and MSC Industrial Supply dominating.

Impact: This indicates a significant gap in visibility for Better Pak Inc. in a competitive market, particularly in the Los Angeles area where they could be leveraging local SEO to capture business.

2. Top competitors consistently dominate multiple queries, indicating a strong market presence.

> Grainger appears in 23 queries while Uline and Fastenal have 19 and 18 mentions respectively.

> For the query 'best place to buy Industrial supplies online', Better Pak Inc. is not represented while Grainger and MSC Industrial Supply lead.

Impact: Better Pak Inc. must develop targeted content strategies to compete with established players like Grainger and Uline in the online industrial supply market.

Priority Opportunities

1. Industrial supplies supplier in Los Angeles

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

Capturing local business in Los Angeles can significantly increase revenue through targeted customer acquisition.

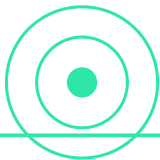
2. bulk Industrial supplies supplier for businesses

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

This query is highly relevant for businesses looking to purchase supplies in bulk, which can result in substantial sales.

Next 30 Days Focus

1. Create a Google My Business profile for Better Pak Inc. to enhance local visibility in Los Angeles within 30 days.
2. Develop a landing page on 'bulk Industrial supplies for businesses' with targeted keywords and competitor analysis within 30 days.
3. Launch a social media campaign highlighting Better Pak Inc.'s products and services to increase brand awareness this week.



Future AI Answers (Preview)

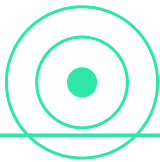
Preview of how AI assistants could respond once your visibility improves:

Q: where to buy safety equipment in bulk

For businesses in Los Angeles looking to purchase safety equipment in bulk, Better Pak Inc. offers a comprehensive range of products at competitive prices. Visit us at better-pak.com to learn more!

Q: best place to buy Industrial supplies online

When searching for the best place to buy industrial supplies online, consider Better Pak Inc. for our reliable service and extensive product range. Located in Los Angeles, we cater to all your supply needs!



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:

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

H1:

Your Trusted Industrial Supplies Supplier in Los Angeles

Content Outline:

- > Section 1: Introduction to Industrial Supplies
- > Section 2: Why Choose Better Pak Inc. in Los Angeles
- > Section 3: Our Range of Products
- > CTA section: Contact Us for Bulk Orders and Inquiries

Internal Links:

- > [Link to related products page, e.g., /products](/products)

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

Blueprint 2: bulk Industrial supplies supplier for businesses

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

URL:

</bulk-industrial-supplies>

SEO Title:

Bulk Industrial Supplies for Businesses - Better Pak Inc.

H1:

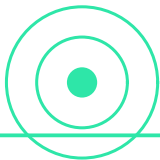
Bulk Industrial Supplies for Businesses

Content Outline:

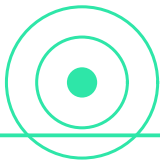
- > Section 1: Overview of Our Bulk Supply Offerings
- > Section 2: Benefits of Buying in Bulk
- > Section 3: Customer Testimonials
- > CTA section: Get a Quote for Bulk Orders

Internal Links:

- > [Link to /contact for inquiries](/contact)



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 profile for Better Pak Inc. to enhance local visibility in Los Angeles within 30 days.	High	S	Content Writer
Develop a landing page on 'bulk Industrial supplies for businesses' with targeted keywords and competitor analysis within 30 days.	High	S	Developer
Register or update Google My Business profile with complete information	High	S	Owner

Week 2: Content Development

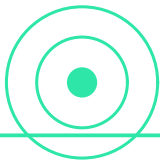
Focus: Create new pages targeting high-value queries

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 Guide on Bulk Industrial Supplies

Develop a dedicated page that serves as an ultimate guide to purchasing bulk industrial supplies. This should include sections on various categories like safety equipment, cleaning supplies, and tools, addressing common queries. This will not only attract relevant traffic but also position Better Pak as an authority in the industrial supplies sector.

Enhance the Blog with Industry Insights and Tips

Start a blog that provides insights into trends in the industrial supply market, safety tips, and maintenance best practices. Regularly updated, informative content can boost your site's authority and improve visibility in AI-generated content.

Create Resource Pages for Each Target Market

Establish resource pages specifically tailored for each target market, such as warehouses, factories, and construction sites. These pages should highlight relevant products, safety regulations, and industry-specific needs, making Better Pak a go-to resource for those sectors.

Pages to Update

Update Product Pages with SEO Keywords

Revise existing product pages to include specific long-tail keywords from your priority queries such as 'bulk Industrial supplies supplier for warehouses' and 'best safety equipment supplier'. Optimizing these pages will enhance their relevance for search engines and AI models, increasing the likelihood of being mentioned.

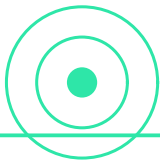
Implement Local SEO Strategies for Los Angeles

Enhance your website with local SEO elements, such as including 'Los Angeles' in title tags, meta descriptions, and content. This will help improve visibility in local search queries, making Better Pak more prominent in AI results for location-specific queries.

FAQ Content

Develop a FAQ Section Addressing Common Queries

Create a FAQ section that answers top queries like 'where to buy safety equipment in bulk' and 'best place to buy Industrial supplies online'. This will directly address user needs and improve the chances of being featured in AI-generated responses as a trusted source.



Authority Building

Publish Case Studies on Industrial Supply Applications

Share case studies that demonstrate how Better Pak products have successfully met the needs of specific industries, such as construction or maintenance. This content will enhance credibility and authority, making your brand more likely to be mentioned by AI when relevant topics arise.

Branding

Leverage User-Generated Content and Reviews

Encourage customers to leave reviews and testimonials on product pages. User-generated content can significantly enhance trustworthiness, which AI models often consider when generating responses, thus increasing the likelihood of Better Pak being mentioned.