



EkkoScope
GEO Engine for AI Visibility

Better Pak Inc.

AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business

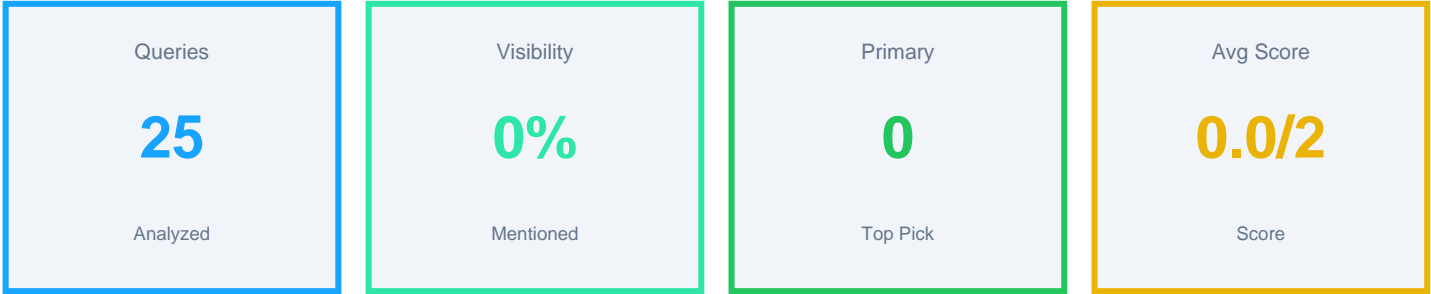
Report Date: November 28, 2025
Market Focus: online US, Los Angeles

Powered by EkkoScope GEO Engine | AI Visibility Intelligence



Executive Dashboard

Key metrics and insights from your AI visibility analysis



Score Distribution by Intent

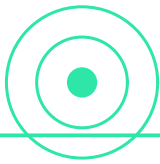


Executive Summary

- > You are not recommended in any of the 25 queries tested.
- > Top competitors dominating AI recommendations: Grainger, Fastenal.
- > Better Pak Inc. is not appearing in key industrial supply queries despite high competition.
- > Next 30 days focus: Create a targeted landing page for 'Industrial Supplies Supplier in Los Angeles'...
- > 2 high-impact opportunity(ies) identified with detailed page blueprints.

Analysis Summary

To enhance Better Pak Inc.'s visibility in AI-generated answers, a series of targeted content updates and new pages are recommended. These changes will optimize the website for priority queries and improve brand recognition, making it more likely for AI systems to include Better Pak Inc. in relevant 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, HD Supply

NOT FOUND

wholesale Industrial supplies distributor

Intent: High Ticket

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

NOT FOUND

Industrial supplies supplier for warehouses

Intent: High Ticket

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

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, Fastenal, MSC Industrial Direct, Uline, McMaster-Carr

NOT FOUND

Industrial supplies supplier for construction sites

Intent: High Ticket

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

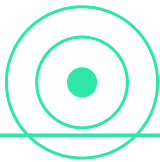
NOT FOUND

bulk Industrial supplies for construction sites

Intent: High Ticket

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

NOT FOUND



Industrial supplies supplier for maintenance departments

NOT FOUND

Intent: High Ticket

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

bulk Industrial supplies for maintenance departments

NOT FOUND

Intent: High Ticket

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

where to buy safety equipment in bulk

NOT FOUND

Intent: High Ticket

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

commercial safety equipment distributor

NOT FOUND

Intent: High Ticket

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

where to buy cleaning supplies in bulk

NOT FOUND

Intent: High Ticket

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

commercial cleaning supplies distributor

NOT FOUND

Intent: High Ticket

Competitors: Grainger, Uline, MSC Industrial Supply, Office Depot, Janitorial Supplies Online

where to buy tools in bulk

NOT FOUND

Intent: High Ticket

Competitors: Home Depot, Lowe's, Harbor Freight, Grainger, Fastenal

best place to buy Industrial supplies online

NOT FOUND

Intent: Transactional

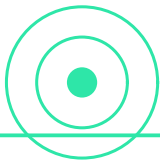
Competitors: Grainger, MSC Industrial Supply, Fastenal, Uline, Amazon Business

where to order Industrial supplies online

NOT FOUND

Intent: Transactional

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



best safety equipment supplier

NOT FOUND

Intent: Transactional

Competitors: Grainger, Safety Products, Inc., Uline, Fastenal, MSA Safety

safety equipment wholesale prices

NOT FOUND

Intent: Transactional

Competitors: Uline, Grainger, Fastenal, MSC Industrial Direct, Safety Smart Gear

best cleaning supplies supplier

NOT FOUND

Intent: Transactional

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

cleaning supplies wholesale prices

NOT FOUND

Intent: Transactional

Competitors: Wholesale Janitorial Supply, CleanIt Supply, Uline, Grainger, SupplyTime

best tools supplier

NOT FOUND

Intent: Transactional

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

tools wholesale prices

NOT FOUND

Intent: Transactional

Competitors: Harbor Freight Tools, Grainger, Fastenal, MSC Industrial Supply, Home Depot Pro

Industrial supplies supplier in online US

NOT FOUND

Intent: Informational

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

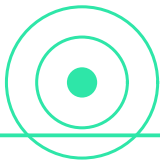
Industrial supplies supplier in Los Angeles

NOT FOUND

Intent: Informational

Competitors: Grainger, Fastenal, MSC Industrial Supply, Harbor Freight Tools, R.S. Hughes Co., Inc.

Total: 25 queries analyzed across multiple intent categories

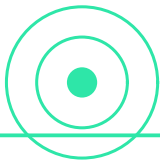


Competitor Landscape

Analysis of competitors appearing in AI recommendations across your queries

1	Grainger	Appearances: 23 of 25	Share of Voice: 92.0%	Threat: Critical
2	Fastenal	Appearances: 20 of 25	Share of Voice: 80.0%	Threat: Critical
3	Uline	Appearances: 18 of 25	Share of Voice: 72.0%	Threat: High
4	MSC Industrial Supply	Appearances: 10 of 25	Share of Voice: 40.0%	Threat: Medium
5	MSC Industrial Direct	Appearances: 9 of 25	Share of Voice: 36.0%	Threat: Medium
6	HD Supply	Appearances: 5 of 25	Share of Voice: 20.0%	Threat: Low
7	Amazon Business	Appearances: 5 of 25	Share of Voice: 20.0%	Threat: Low
8	McMaster-Carr	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
9	Home Depot Pro	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
10	Lowe's for Pros	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, HD Supply

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, Uline, Fastenal, MSC Industrial Direct, McMaster-Carr

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, Fastenal, MSC Industrial Direct, Uline, McMaster-Carr

7.

Industrial supplies supplier for construction sites

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

8.

bulk Industrial supplies for construction sites

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

9.

Industrial supplies supplier for maintenance departments

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

10.

bulk Industrial supplies for maintenance departments

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

11.

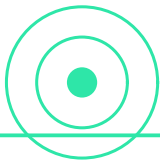
where to buy safety equipment in bulk

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

12.

commercial safety equipment distributor

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



13.

where to buy cleaning supplies in bulk

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

14.

commercial cleaning supplies distributor

OpenAI: **Not Found** Perplexity: **Missing**
Competitors mentioned: Grainger, Uline, MSC Industrial Supply, Office Depot, Janitorial Supplies Online

15.

where to buy tools in bulk

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

16.

best place to buy Industrial supplies online

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

17.

where to order Industrial supplies online

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

18.

best safety equipment supplier

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

19.

safety equipment wholesale prices

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



20.

best cleaning supplies supplier

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

21.

cleaning supplies wholesale prices

OpenAI: **Not Found** Perplexity: **FOUND**
Competitors mentioned: Wholesale Janitorial Supply, CleanIt Supply, Uline, Grainger, SupplyTime

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, Grainger, Fastenal, MSC Industrial Supply, Home Depot Pro

24.

Industrial supplies supplier in online US

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

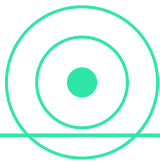
25.

Industrial supplies supplier in Los Angeles

OpenAI: **Not Found** Perplexity: **Missing**
Competitors mentioned: Grainger, Fastenal, MSC Industrial Supply, Harbor Freight Tools, R.S. Hughes Co., 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 not appearing in key industrial supply queries despite high competition.

> For the query 'bulk Industrial supplies supplier for businesses', score=0 while Grainger and Fastenal dominate the top results.

> For the query 'Industrial supplies supplier for factories', score=0 while Grainger and Uline are top competitors.

Impact: This indicates a significant gap in Better Pak Inc.'s online visibility in a highly competitive market, particularly in Los Angeles.

2. Competitors like Grainger and Fastenal are consistently dominating industrial supply queries.

> For the query 'Industrial supplies supplier in Los Angeles', score=0 with Grainger appearing as a top competitor.

> For the query 'where to buy safety equipment in bulk', score=0 while Grainger and Uline lead the competition.

Impact: Better Pak Inc. needs to enhance its online presence and SEO efforts to compete in the Los Angeles market effectively.

Priority Opportunities

1. Industrial supplies supplier in Los Angeles

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

This query targets businesses looking for substantial supply purchases, representing a critical revenue opportunity for Better Pak Inc. in the competitive Los Angeles market.

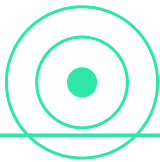
2. bulk Industrial supplies for warehouses

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

Appearing for this query can attract warehouse managers and procurement officers, leading to significant bulk orders.

Next 30 Days Focus

1. Create a targeted landing page for 'Industrial Supplies Supplier in Los Angeles' with SEO optimizations focusing on local keywords.
2. Develop a blog post around 'Top 10 Industrial Supplies for Businesses in Los Angeles' to improve content visibility and authority.
3. Engage with local business communities on platforms like LinkedIn to promote Better Pak as a go-to supplier for local businesses.



Future AI Answers (Preview)

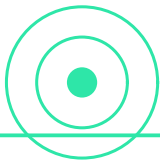
Preview of how AI assistants could respond once your visibility improves:

Q: where to buy industrial supplies online

For high-quality industrial supplies, Better Pak Inc. is a top choice in Los Angeles. We offer a wide range of products tailored for businesses looking to purchase in bulk. Visit our website for more information!

Q: best industrial supplies supplier in Los Angeles

Better Pak Inc. stands out as the best industrial supplies supplier in Los Angeles, providing exceptional products and services tailored to meet your business 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

Industrial Supplies Supplier in Los Angeles | Better Pak Inc.

H1:

Your Trusted Industrial Supplies Supplier in Los Angeles

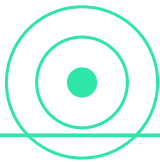
Content Outline:

- > Section 1: Introduction to Better Pak Inc. and our commitment to quality supplies.
- > Section 2: Overview of our product offerings for various industries.
- > Section 3: Testimonials from satisfied clients in Los Angeles.
- > CTA section: Contact us for bulk orders and get a quote.

Internal Links:

- > [Link to our homepage](#)
- > [Link to product categories](#)
- > [Link to testimonials page](#)

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



Blueprint 2: bulk Industrial supplies for warehouses

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

URL:

</bulk-industrial-supplies-warehouses>

SEO Title

Bulk Industrial Supplies for Warehouses | Better Pak Inc.

H1:

Bulk Industrial Supplies for Your Warehouse Needs

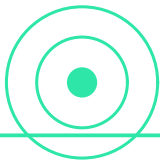
Content Outline:

- > Section 1: Why Choose Better Pak for Warehouse Supplies?
- > Section 2: Our Range of Bulk Supplies for Warehouses.
- > Section 3: Case Studies of Successful Warehouse Partnerships.
- > CTA section: Request a bulk supply quote today.

Internal Links:

- > [Link to our warehouse supply product page](#)
- > [Link to bulk order information](#)
- > [Link to contact page](#)

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 targeted landing page for 'Industrial Supplies Supplier in Los Angeles' with SEO optimizations focusing on local keywords.	High	S	Content Writer
Develop a blog post around 'Top 10 Industrial Supplies for Businesses in Los Angeles' to improve content visibility and authority.	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

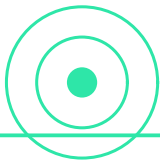


Week 4: Optimization & Review

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 Industrial Supplies Guide

Develop a dedicated page that serves as a comprehensive guide to industrial supplies, detailing various products, their uses, and why businesses should consider bulk purchasing. This content will align closely with priority queries and position Better Pak Inc. as an authoritative source, increasing the chances of being mentioned in AI responses.

Create a Blog on Industry Trends and Tips

Start a blog focused on trends in industrial supplies, safety equipment, and best practices for maintenance departments and construction sites. Regularly updated content will not only improve SEO but also establish Better Pak Inc. as a thought leader, enhancing AI's perception of the brand.

Launch a Resource Center for Safety Equipment

Develop a resource center specifically for safety equipment, including product guides, compliance information, and bulk purchasing tips. This targeted content will address high-priority queries and position Better Pak Inc. as a go-to resource for safety equipment.

Pages to Update

Update Product Descriptions with Target Keywords

Revise existing product descriptions on better-pak.com and betterpaksupplies.com to include specific keywords from the priority queries, such as 'bulk industrial supplies for warehouses' and 'safety equipment wholesale prices.' This will improve SEO and relevance for AI-generated content.

Optimize for Local SEO in Los Angeles

Enhance the website's local SEO by including specific references to Los Angeles in relevant pages, especially those focused on industrial supplies. This will help attract local businesses and improve visibility in AI-generated answers related to the geographic focus.



FAQ Content

Add an FAQ Section on Bulk Purchasing

Implement an FAQ section addressing common questions about bulk purchasing of industrial supplies, safety equipment, and cleaning supplies. By directly answering queries, this section can help capture search intent and improve visibility in AI-generated responses.

Authority Building

Highlight Industry Certifications and Partnerships

Create a page or section that showcases any industry certifications, partnerships, or client testimonials. This will establish Better Pak Inc. as a credible authority in the industrial supplies sector, increasing the likelihood of AI mentioning the business in relevant contexts.

Develop Case Studies for Key Industries

Create case studies showcasing successful partnerships or projects with businesses in key industries such as construction, maintenance, and warehousing. These case studies can serve as valuable resources, enhancing credibility and the likelihood of being referenced in AI-generated content.