

Company 1 in AI Search

How visible the brand is inside AI answers — ChatGPT, Google AI Overview, Copilot and more.

SOURCES

Otterly · Ahrefs · GSC · Bing

MARKET

United States

PERIOD

Last 14 days

DATE

28 / 07 / 2026

What this report shows

A snapshot of Company 1's visibility in AI-generated answers, and where the biggest gains sit.

01

What GEO is

Generative Engine Optimisation — being the brand AI assistants name and cite when buyers ask for a web or e-commerce partner. It sits alongside classic SEO, not instead of it.

02

What we measured

17 buyer-intent prompts — headless, Jamstack, Next.js, Shopify — run across all major AI engines in the US, plus the SEO foundation behind those answers.

03

Why it matters

AI answers increasingly replace the ten blue links. Unnamed and uncited means invisible at the exact moment a prospect builds a shortlist.

SUMMARY

Executive summary — key findings

#1

most-mentioned agency in the set

38%

share of AI brand mentions

9%

brand coverage — the headroom

9

company1.com citations already

CURRENT POSITION

Company 1 leads a 17-prompt US set on headless and Jamstack — six mentions, 38% share of voice, Leader status ahead of Company 2 and Company 3.

GAP TO CLOSE

Coverage is only ~9%. Shopify and e-commerce replatforming prompts return zero Company 1 mentions today.

OPPORTUNITY

The content already does the work — cited nine times, with several posts inside Google AI Overviews. Expanding it compounds fast.

How this analysis was run

A repeatable, tool-based approach — the same pipeline works for any brand and market.

1

Prompt set

17 buyer-intent prompts on headless, Jamstack, Next.js and Shopify, run in the US across all major AI engines.

2

AI visibility

Otterly.ai tracks brand mentions, share of voice, average position and the URLs each AI answer cites.

3

SEO foundation

Ahrefs for domain strength, keywords and competitors — the organic base AI engines pull from.

4

Demand & AI proof

Search Console and a site crawl for real queries and content depth; Bing Webmaster Tools for live AI-citation counts.

01

AI visibility

How often AI names and ranks Company 1 against its competitors.

Brand ranking in AI answers

Top brands named by AI across the 17 prompts, by total mentions.

#	BRAND	MENTIONS	SHARE OF VOICE	BRAND COVERAGE
1	Company 1	6	38%	9%
2	Company 2	4	25%	6%
3	Company 3	4	25%	6%
4	Company 4	2	13%	3%
5–7	Company 5 · Company 6 · Company 7	0	0%	0%
8	Company 8 / Company 9 / Company 10	0	0%	0%

Read: the big-name shops — Company 6, Company 7, Company 9 — are absent. AI visibility is not the same as raw SEO size.

POSITIONING

Brand Visibility Index

Brand coverage against likelihood-to-buy, with each brand classed Leader or Niche.

Company 1 LEADER

Brand coverage

8.8%

Likelihood to buy

93%

Avg. position

1.38

Company 2 LEADER

Brand coverage

5.9%

Likelihood to buy

100%

Avg. position

1.00

Company 3 LEADER

Brand coverage

5.9%

Likelihood to buy

89%

Avg. position

1.50

Company 4 NICHE

Brand coverage

2.9%

Likelihood to buy

78%

Avg. position

2.00

Avg. position = order of mention within answers where the brand appears (1.00 = always named first). Based on few mentions — directional. Source: Otterly.ai Brand Visibility Index · July 28, 2026

TARGET PROMPTS

Which prompts trigger Company 1

PROMPT	MENTIONS	SITE CITED
Who can design ultra-fast accessible Jamstack marketing websites?	2	1
How do I find a reliable Jamstack development agency?	1	3
Which web dev partners specialize in headless CMS implementations?	1	2
How can I identify experts in Next.js marketing websites?	1	—
How can I get my slow ecommerce site rebuilt?	1	1
What agencies help migrate from legacy CMS to headless?	—	1
Which agency builds fast SEO-friendly headless Shopify stores?	—	—
What agencies specialise in scalable SaaS marketing site development?	—	—
How do I replatform ecommerce to Shopify Plus without downtime?	—	—

The gap is a service line: every Shopify and e-commerce replatforming prompt returns zero.

02

Sources & competitors

Who else AI names, and which sites it trusts to answer these prompts.

COMPETITORS

The competitive set in AI answers

AI mentions set against organic strength — two very different pictures.

Company 1	Company 2	Company 3	Company 4
6 mentions · 38% SoV	4 mentions · 25% SoV	4 mentions · 25% SoV	2 mentions · 13% SoV
DR 55 · 4.6k organic/mo · 555 kw	DR 53 · 6.4k organic/mo · 283 kw	DR 43 · 0.9k organic/mo · 134 kw	DR 61 · 0.15k organic/mo · 10 kw

ON THE RADAR — BUT ZERO AI MENTIONS

Company 6 (DR 78 · 21.5k organic/mo) · Company 5 (DR 63 · Jamstack pioneer) · Company 7 · Company 8 · Company 9 · Company 10

Much larger on classic SEO, yet unnamed in these AI answers — first movers win the citations.

SOURCES

The sites AI cites in this category

Own these, get listed on them, or earn a citation.

TOP CITED DOMAINS

shopify.com		31
reddit.com		18
gitnation.com		10
designrush.com		9
company1.com		9
youtube.com		7
company2.co		6
linkedin.com		6

COMPANY 1 PAGES ALREADY CITED

/services/headless-cms-agency
service page · 3 citations
/blog/hiring-jamstack-agency-how-to-find-the-one
blog · 3 citations
/blog/why-is-my-website-slow
blog · 1 citation

The pattern: AI leans on Shopify's docs, Reddit and "best agency" listicles. Company 1 already breaks in with its own content.

03

SEO foundation

The organic base AI engines pull from — Ahrefs, Search Console and the crawl.

Organic strength behind the answers

Company 1's domain is mid-sized but efficient — 262 keywords already in the top 3.

55 Domain Rating / 100	4.6k Organic visits / month · US 2.0k	555 Organic keywords 262 in top 3	1,037 Referring domains link profile
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DOMAIN RATING VS. MONTHLY ORGANIC TRAFFIC — THE AI-NAMED SET

Company 1		DR 55 · 4.6k/mo
Company 2		DR 53 · 6.4k/mo
Company 3		DR 43 · 0.9k/mo
Company 4		DR 61 · 0.15k/mo
Company 6 · absent in AI		DR 78 · 21.5k/mo

Content already feeding AI answers

RANKING KEYWORDS THAT TRIGGER AI OVERVIEWS

KEYWORD	POS	VOL	AIO
web development best practices	#1	10k	•
what is a headless cms	#24	54k	•
how much does shopify cost	#15	2.1k	•
greenfield vs brownfield	#2	1.5k	•
react cms	#1	400	•
b2b headless commerce	#1	250	•
shopware vs shopify	#6	200	•

SEARCH DEMAND · GSC, 12 MONTHS

16,015

clicks from 31.4M impressions

33 → 7

average position, climbing over the year

best-nextjs-alternatives

top page · 1,700 clicks

next-js-websites-examples

2nd page · 1,404 clicks

These pages are the raw material AI quotes. Strengthen them and the citations follow.

Already cited in Copilot & Bing AI

Bing reports how often AI answers quote company1.com — the only platform that exposes this today.

28,971 AI citations Mar – Jul 2026	241 Average citations per day	495 Peak day 15 Jun 2026	~29 Pages cited per day
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WEEKLY AI CITATIONS · COMPANY1.COM · +24% OVER THE PERIOD



Source: Bing Webmaster Tools — AI citations for company1.com · Mar 28 – Jul 25, 2026

04

Opportunities

Where to focus to grow Company 1's AI visibility — highest-impact first.

Four moves to widen the lead

Ordered by impact. The first two compound what already works.

- | | | |
|---|---|--------|
| 1 | Deepen the headless / Jamstack hub
Expand the posts and service pages AI already cites — more depth means more citable passages. | HIGH |
| 2 | Close the Shopify / e-commerce gap
Every replatforming and Shopify prompt returns zero mentions. Build the pages that answer them. | HIGH |
| 3 | Win the AI-Overview keywords in reach
"what is a headless cms" (#24) and "how much does shopify cost" (#15) already show AI Overviews — push to page 1. | HIGH |
| 4 | Get into the listicles AI cites
Earn placement on the third-party listicles and forums these answers lean on. | MEDIUM |

Where to start — optimise & create

Concrete first actions, mapped to pages that already exist or gaps confirmed by the data.

OPTIMISE WHAT EXISTS

- Push /blog/headless-cms to page 1 for "what is a headless cms" — 54k volume, now #24
- Refresh /blog/how-much-shopify-website-cost (#15) with an FAQ and clear cost tables
- Add FAQ and HowTo schema to the AI-Overview posts so engines can lift answers
- Interlink the cited pages into a single hub

CREATE TO FILL THE GAPS

- "Headless Shopify" and Shopify Plus replatforming service page — the zero-mention gap
- "SEO-friendly headless Shopify stores" comparison and guide
- "Migrate from legacy CMS to headless" step-by-step with a real case study
- SaaS marketing-site development landing page — a zero-mention prompt today

What Search Console demand tells you to do

1 Own the "alternatives / vs" cluster

"next js alternatives" (pos 4.0), "nuxt vs vue" (3.2), "nextjs alternatives" (4.6) — already ranking p3–5 on high-volume comparisons.

Do: consolidate into one comparison hub with tables and FAQ schema — the format AI Overviews quote.

2 Rescue page-2 CMS queries

"react cms" (15.3k impressions, pos 9.9), "nextjs cms" (12.4k, 13.5), "next js cms" (6.9k, 11.2) — stuck on page 2.

Do: push to page 1 — they feed the CMS prompts Company 1 already wins.

3 Capture the hosting impressions

"netlify" draws 427k impressions at pos 7.85; "cloudflare services" 7.6k at 7.4 — latent audiences one jump from the top 3.

Do: strengthen the hosting pages and internal links to reach positions 1–3.

4 Close the commercial-intent gap

Clicks are dominated by informational terms — almost no "hire" or "agency" queries. Strong top-of-funnel, thin bottom.

Do: build authority on commercial service pages so they rank — and get cited — on "which agency" prompts.

NEXT STEPS

What happens next

Four practical follow-ups to turn this snapshot into an ongoing programme.

1

Keep watching Bing Webmaster Tools

The source behind the ~29k Copilot and Bing AI citations. Free — track which pages the AI keeps quoting.

2

Continuous monitoring

Re-run the same prompts monthly so coverage and citations become a tracked trend, not a snapshot.

3

Expand the prompt set and go global

Widen beyond the 17 US prompts to the full service lines and key markets — UK, DE, PL.

4

Cost estimate for the work

A scoped plan for the content and technical actions above, sequenced highest-impact first.

Own your place in AI search

Company 1 already leads — #1 by mentions, Leader in the visibility index — but at ~9% coverage the headroom is large.

The content already earns citations. Expanding the headless and Jamstack hub and filling the Shopify gap compounds fast.

Make it a programme: track monthly, widen the prompt set, extend beyond the US.