

Q3 2026 · QUARTERLY REPORT

GoBlinkly AI Visibility Index

What gets a brand named by ChatGPT, Gemini and Perplexity, from real buying questions in niche markets

WHY THIS MATTERS

Buyers now build their shortlist inside AI

51%

of B2B software buyers start research in an AI chatbot more often than in Google

69%

say a chatbot led them to a different vendor than they planned

33%

bought from a vendor they'd never heard of before

The question is no longer "do we rank?" It is **"does the answer name us?"**

THE DATA

Real buying questions, tracked closely

272

real buying questions

3

ChatGPT, Gemini, Perplexity

Named

The answer text says the brand's name.

Q3

2026, same questions asked again and again

177,000

links to the pages AI used

Source

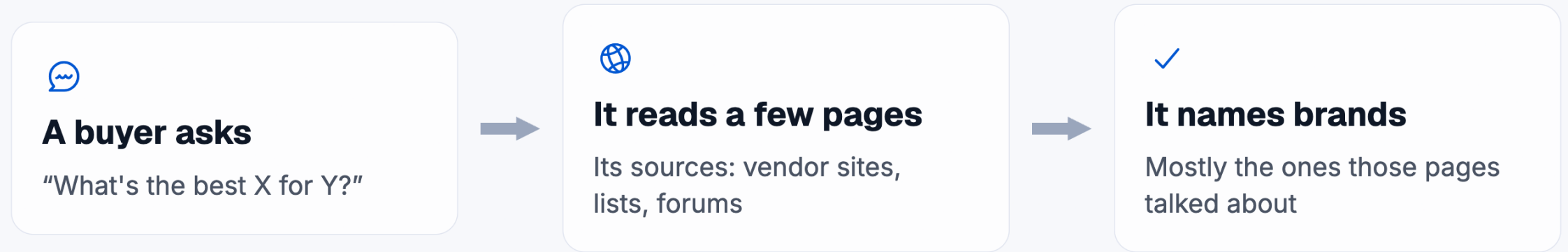
The brand's website is one of the pages the answer used.

AT A GLANCE

Five findings

- 1** **AI names the brands whose website it reads.**
 - 2** **Being read isn't enough.** AI often uses your site and names someone else.
 - 3** **In niche markets, AI reads your competitors' sites,** not Wikipedia.
 - 4** **"X vs Y" questions** are the hardest to show up in.
 - 5** **Single answers jump around.** Averages are steady.
-

AI reads first, then recommends



2 in 100 or fewer

answers name you, for most brands

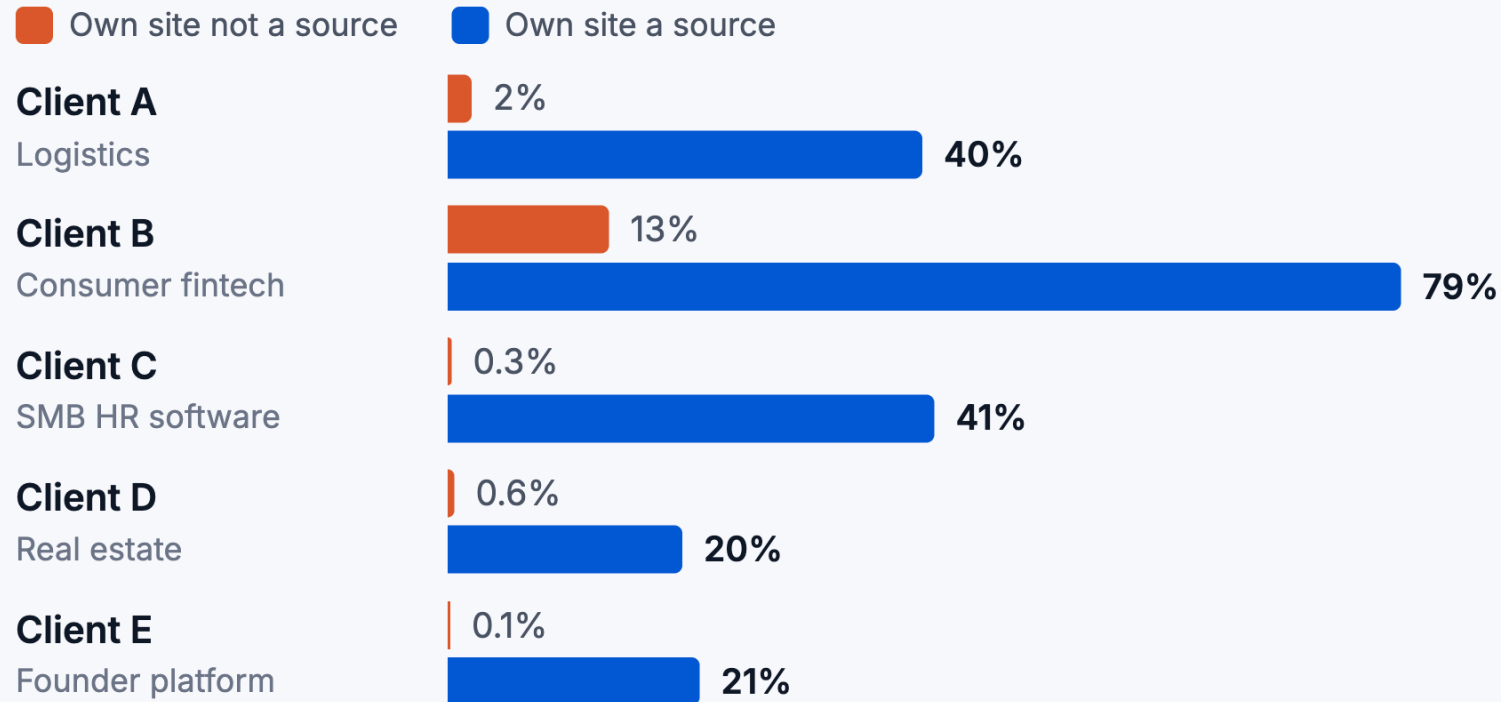
Your site **is** among the sources

1 in 5 or better

answers name you (20–79%, every brand)

FINDING 1

Every client: read means named



HOW TO READ IT

Each client has two bars: the share of answers that named it.

Orange: its site wasn't a source.

Blue: its site was a source.

Client A goes from 2% to 40% just by being read.

FINDING 1 · WHEN AI SKIPS THE SEARCH

From memory, AI names competitors, not you

■ The client is named ■ A tracked competitor is named

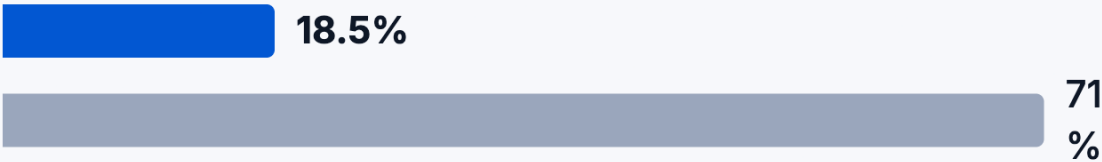
Answered from
memory

no web search, 1 in
5 answers



Searched the web

used sources



SMALLER BRANDS

The smallest brands were named in **0.3% or less** of answers given from memory.

One of their competitor sets: **56%**.

So what

Established brands live in the model's memory. Yours lives in search results, so be findable.

WHAT IT MEANS

Being read comes before being named.

1

Your site is the gate

Without it in the sources, most brands were named in 2% of answers or fewer.

2

AI reads your competitors instead

70% of answers used a competitor's site. Only 32% used the client's.

3

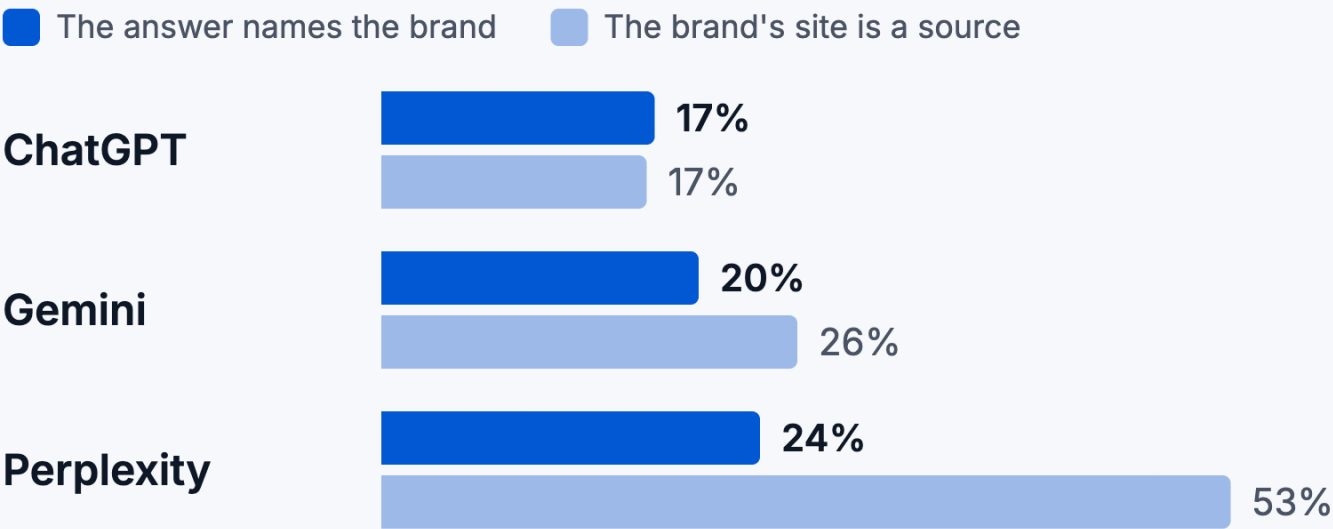
Being read isn't the finish line

Even with your site in the sources, you're named 20–79% of the time. Finding 2 shows why.

GoBlinkly tracking, Q3 2026 · correlation · Ahrefs saw the same in 2026: for a brand AI didn't know, 82% of new mentions came with its own pages cited

FINDING 2

Being read isn't being named



READ PERPLEXITY

It used the brand's site in **over half** its answers, but named the brand in fewer than **1 in 4**.

When it quoted your page in the text, you were named half the time. When it only listed it, 4%.

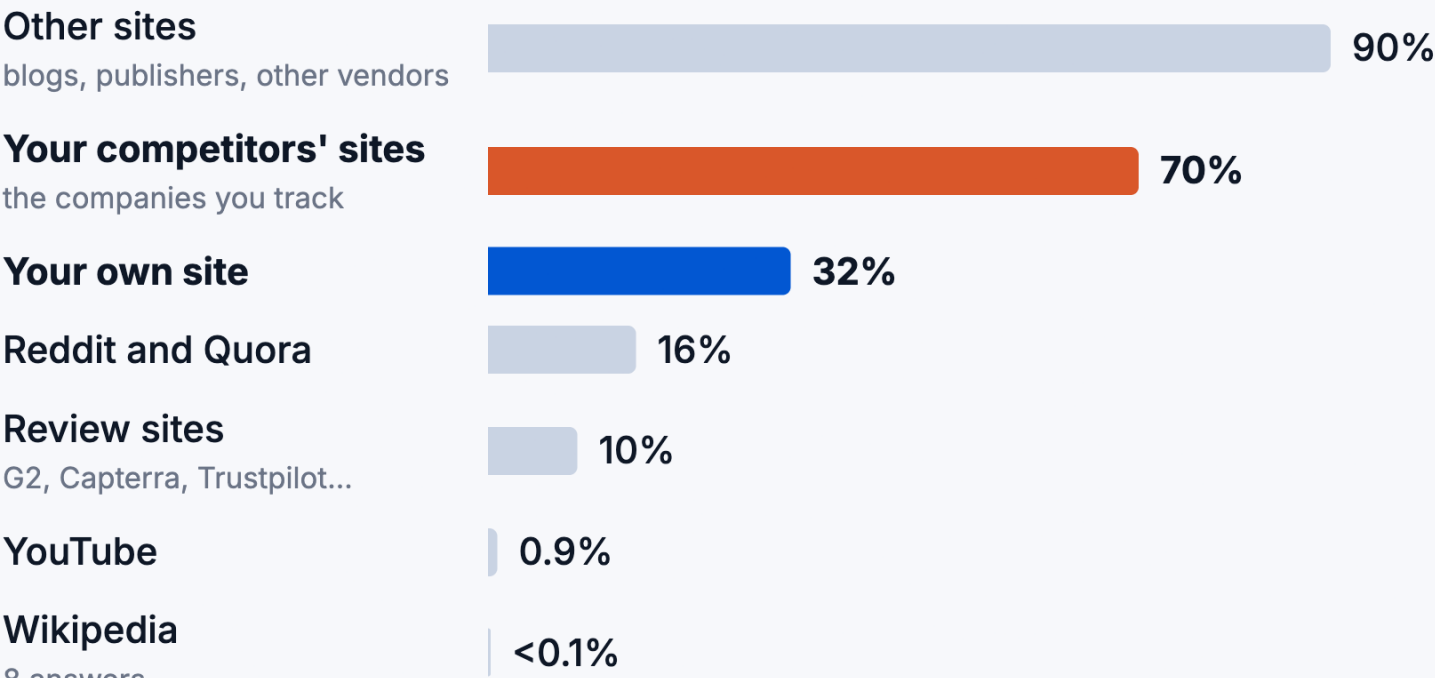
On ChatGPT the two are about even.

So what On every how-to page, say plainly where your product fits.

FINDING 3

Your competitors' sites are in 7 of 10 answers

Share of answers that used each kind of site, for niche buying questions



So what

You're competing with your competitors' own pages, not Wikipedia.

REDDIT DEPENDS ON
THE AI

39%

of Perplexity answers
used Reddit.

ChatGPT: 3%

Gemini: 4%

FINDING 4

“X vs Y” is the hardest question

How often the brand is named, by type of question

Best-of

“best X for Y”



Need or category

“[category] app in [country]”



How-to question

“how much does X cost”



Comparison-style

“X vs Y”, “alternatives to X”



Lowest for **most brands**. If the question names a competitor, the client was named in just **0.3%** of answers.

FINDING 5

Single answers change; averages hold

57–79%

chance you're named again the next time, if
you were named this time

16%

chance all three AIs name you, when at least
one does

Track how often you're named over weeks, per AI. One screenshot tells you very little.

MORE FROM THE DATA

Three more patterns worth knowing

2–6×

Name your market

Questions that mention a place named the client 2 to 6 times as often. Local specialists win where the field is smaller.

Most clients

Niche first

Small brands break in through specific questions

Smaller brands got named first on narrow questions only they answer well. Generic category questions come later.

Smaller clients

4% vs 50%

On Perplexity, listed isn't quoted

Site in the source list but not quoted in the answer: named 4%. Quoted: 50%.

Every client

WHAT OUR CONTENT DID

New posts get picked up within days

7 days

typical wait from publishing to first use, for posts AI picked up

72%

of answers that used a client's site used one of our articles

So what

Publish steadily: when AI picks up a new post, it usually does so within a week.

GoBlinkly posts published in the last two months of Q3 2026 · 7 days is the median for posts AI used before quarter end · 5,808 answers that used a client's site

Earn the mention

01

Make product and pricing pages specific

Say who it's for, the price and what's different, in plain text. Don't block the AI search crawlers.

Strong · Findings 1, 2

02

Get on the pages engines already cite

Find the "best X" lists, comparison pages, review profiles and Reddit threads cited for your questions. Get onto them.

Moderate · outside research

03

Turn being a source into being the answer

On how-to pages, say plainly where your product fits, with a comparison table that includes you.

Moderate · Finding 2

Win comparisons, and measure it right

04

Build alternatives and comparison pages

"[Incumbent] alternatives" and "[Incumbent] vs [You]", with honest tables. Aim for third-party alternatives lists too.

Moderate · Finding 4

05

Put real numbers in your content

Prices, timelines and data, with sources. Publish steadily; posts AI used were picked up in about a week.

Mixed evidence

06

Track how often you're named, per engine

Over weeks, not one answer. Build your competitor list from who the engines actually name.

Strong · Finding 5

WHERE NOT TO SPEND

Three things the evidence doesn't support

Buying links

In Ahrefs' study of 75,000 brands, link-based authority mattered far less than brand mentions on other sites.

Schema or llms.txt “for AI”

Adding schema didn't change ChatGPT citations in Ahrefs' test of 1,885 pages. llms.txt showed no link across 300,000 sites.

Wikipedia pages

Just 8 of almost 18,000 answers to niche buying questions used Wikipedia.

METHOD

How we measured, and the limits

How

- ChatGPT and Gemini captured from the consumer apps; Perplexity through its API
- Q3 2026, each question asked daily or weekly
- Real buying questions from paying clients' markets; tests and demos removed
- A language model reads each answer and lists the companies it names
- Sample size shown with every number

Limits

- Focused on our clients' niche markets in Canada and the US, not the web at large
- Our own questions, weighted toward buying intent
- Google AI Overviews not tracked
- Correlation, not proof of cause

THE SHORT VERSION · NEXT EDITION Q4 2026

Make your own pages worth reading.
Get onto the pages that rank your category.
Measure across runs, not single answers.

Sources: GoBlinkly tracking, Q3 2026 · G2 2026 · Ahrefs 2025–26 · Pew 2025 · SparkToro 2026 · SE Ranking 2025 · Aggarwal et al., KDD 2024