

CLIENT PERFORMANCE REPORT

AskARC

GEO Visibility — AI Citation Intelligence

Website: askarc.app

Market: Amsterdam

Industry: technology

Generated: 30 July 2026

AI found your competitors. Did it find you?

Trusted by 12+ agencies across MENA & Europe

12+

AGENCIES
Active platform users

40+

BRANDS AUDITED
Across industries

8+

COUNTRIES
Markets covered

Zero citations. Inaccurate information. Two problems most brands don't even know they have.

AFTER GEO OPTIMISATION:

- ' 30%+ citation rate across GPT, Gemini, Claude & Perplexity
- ' Accurate brand narrative replacing incorrect AI-generated information

*Based on April 2025 baseline audit

A SELECTION OF BRANDS WE'VE HELPED BECOME AI-VISIBLE



August Jaeger

Executive coaching · Built AI citation presence from zero across leadership & advisory queries



Patara

Hospitality · Consistently cited for dining recommendations across GPT, Gemini & Perplexity

RISHTEDAR

Rishtedar

F&B · Resolved AI misinformation and restored accurate brand narrative from scratch

yuptel

Yuptel

Telecoms · Structured AI crawlability for a complex tech platform — measurable citation gains

and 15+ others across TelCo, consulting, hospitality & more

White-label ready. This platform is actively used by 12+ agencies under their own brand. Contact us to discuss a branded GEO audit solution for your agency.

Executive Summary

31.3-

%

Overall Ci-tation Rate

15 queries tracked

1%

Generic Rate

Non-branded queries

93%

Branded Rate

Brand-name queries

37.5-

%

Best En-gine

GPT-5 (AskARC)

-1.8-

%

Change

First ' latest audit

20

Audits Completed

Citation Rate History

31.3%

Latest Citation Rate

30 Jul 2026

20

Audits Completed

-1.8%

Change (first ' latest)

Date	Citation Rate	vs Previous	Best Engine
30 Jul 2026	31.3%	-2.4%	GPT-5 (AskARC) (37.5%)
22 Jul 2026	33.7%	0%	Google AI (34.8%)
21 Jul 2026	33.7%	+0.4%	Google AI (34.8%)
14 Jul 2026	33.3%	0%	Google AI (33.3%)
14 Jul 2026	33.3%	-0.7%	Google AI (33.3%)
13 Jul 2026	34%	+2.4%	GPT-5 Mini (37.5%)
13 Jul 2026	31.6%	+1.6%	GPT-5 (AskARC) (34.8%)
6 Jul 2026	30%	First run	Gemini (33.3%)

Showing 8 most recent of 20 audits.

Engine Breakdown — Latest Audit

Engine	Citation Rate	Performance
GPT-5 (AskARC)	37.5%	
Gemini	33.3%	
GPT-5 Mini	33.3%	
Google AI	20.8%	

Prompt Performance by Topic

Citation rates from each prompt's most recent audit run.

Topic	Prompts	Cited	Avg Rate
AI model routing solutions	3	2/3	33%
custom AI solutions in Amsterdam	3	1/3	33%
intelligent platform integration	3	1/3	33%
AI consulting services in Amsterdam	3	1/3	29%
AI-powered data analytics	3	1/3	29%

Competitive Visibility Matrix

Per-engine citation for each brand and search query. Green = cited, grey = not cited. B = branded query.

Search Query		AskARC (yours)	OpenRouter	NodeShift
AskARC AI consulting services	B	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
best AI consulting services near me		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
AI strategy and implementation firms		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
AskARC AI model routing solutions	B	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
AI model routing solutions near me		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
best AI model routing tools		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
AskARC AI data analytics solutions	B	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI

AI-powered analytics platforms near me		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
best AI tools for data analytics		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
AskARC custom AI solutions	B	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
custom AI service providers near me		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
best custom AI solutions for companies		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
AskARC intelligent platform integration	B	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
intelligent platform solutions for businesses		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI
how to integrate intelligent platforms		GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI	GPT Gem GPT-5 GAI

Engine abbreviations:

GPT = GPT-5 Mini **Gem** = Gemini **GPT-5** = GPT-5 (AskARC) **GAI** = Google AI

Green = cited Grey = not cited B = branded query

Competitive Overview

Branded queries (those containing your brand name) are excluded — competitors cannot be cited on them, so including them would inflate your SOV. For a branded vs generic breakdown, see the Executive Summary.

Share of Voice — Latest Audit

Of all brand citations across generic query responses, what share went to each brand.

Brand	Citations	SOV %
OpenRouter	8	89%
AskARC (you)	1	11%

All Brands Mentioned by AI

Every brand AI engines mentioned in generic (non-branded) query responses.

Brand	Responses	% of Total
WeAreBrain	12 of 32	38%
Xomnia	9 of 32	28%
Claude	5 of 32	16%
OpenRouter	5 of 32	16%
Rewire	5 of 32	16%
Databricks	5 of 32	16%
Orq.ai	4 of 32	13%
LiteLLM	4 of 32	13%
Bismart	4 of 32	13%
Solvrs	4 of 32	13%

Top Cited Domains

Domains AI engines cited as sources most often.

Domain	Times Cited
openrouter.ai	6
askarc.app	1

Citation Rate by Audit

Date	Your Rate	Top Competitor	Change
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30 Jul 2026	14%	OpenRouter	-1%
22 Jul 2026	15%	OpenRouter	0%
21 Jul 2026	15%	OpenRouter	0%
14 Jul 2026	15%	OpenRouter	-1%
14 Jul 2026	16%	OpenRouter	-1%
13 Jul 2026	17%	OpenRouter	—

Technical AI Readiness

STATUS KEY:

Optimised — best practice configured

Present / Static/SSR — detected

~ Silent — present but not AI-configured

~ Inconclusive — could not verify

Missing — not found

Blocking — AI crawlers denied

JS-heavy — low crawler visibility

Last checked: 30 Jul 2026

Check	Status	Detail
robots.txt	Optimised	9 AI crawler(s) explicitly invited
llms.txt	Present	llms.txt found
JSON-LD Schema	Present	3 schema(s) found
Sitemap.xml	Present	17 URLs
Server-Side Rendering	~ Inconclusive	Site may be blocking crawlers

Content AI Readiness

6.8/10

Overall Score

Needs improvement

13 Jul 2026

Last Checked

Dimension	Rating	Finding & Recommendation
Brand Clarity	Good	The brand name 'AskARC' is present in the title, H1, and opening paragraph on the homepage. > Add a consistent one-line descriptor (e.g., 'AI Model Routing Platform') to the title, H1, and opening paragraph across all pages.
Factual Claims	Good	Specific claims like 'up to 70% cost savings' and 'privacy by architecture' are present, but no sources or citations are provided. > Include verifiable sources or citations for key claims, such as cost savings or privacy features, on the homepage and features page.
Entity Attribution	Partial	The site mentions 'FenxLabs' but does not provide named individuals, credentials, or professional memberships. > Add a team section with named individuals, their roles, and credentials on the About page.
FAQ Content	Good	A dedicated FAQ page exists with 5–9 questions covering topics like pricing, privacy, and deployment. > Expand the FAQ section to include 10+ questions and implement FAQPage JSON-LD schema for better AI visibility.
Partial		

Structured Data		JSON-LD includes basic Organization and WebSite schemas but lacks detailed fields like address or Service schema. > Add LocalBusiness schema with address, phone, and services, and include FAQPage or HowTo schema for key pages.
Company Description	Good	The About page provides a clear description of what the company does, who it serves, and its privacy focus. > Add a concise, quotable summary of the company's mission and ideal client profile to the homepage.
Location & Contact	Partial	The contact page provides email and WhatsApp but lacks a full address or phone number in plain text. > Include a full address and phone number in plain text on the contact page and footer for consistency.
Services Listed	Good	Services like 'AI model routing' and 'intelligent platform solutions' are named and described on the features page. > Create dedicated pages for each service with detailed descriptions, outcomes, and pricing signals, and add Service schema.
Social Proof	Partial	No named testimonials, client logos, or awards are present on the site. > Add a testimonials section with named individuals, their roles, and specific outcomes, and include client logos or awards.
Content Depth	Optimised	The site has 17 pages, many with substantive content exceeding 1000 characters, including long-form guides and tools.

Accessibility Check

Grade F

Failing

4 of 11 checks passed

Failed Checks (7)

Check	Detail
Image Alt Text	Not evaluable — page content requires JavaScript to render
Heading Hierarchy	Not evaluable — page content requires JavaScript to render
Form Labels	Not evaluable — page content requires JavaScript to render
Descriptive Link Text	Not evaluable — page content requires JavaScript to render
ARIA Landmarks	Not evaluable — page content requires JavaScript to render
Skip Navigation	Not evaluable — page content requires JavaScript to render
Button Labels	Not evaluable — page content requires JavaScript to render

Passed (4)

Language Declaration

Page Title

Meta Description

Mobile Viewport

Priority Issues

Auto-derived from your technical, content, accessibility, and visibility data.

HIGH Entity Attribution: needs improvement

Ensure key team members are named on the site with titles and credentials. Add sameAs links in JSON-LD pointing to LinkedIn, Crunchbase, Google Business Profile.

HIGH Structured Data: needs improvement

Implement JSON-LD structured data on all key pages. Use the Implementation tab to generate a pre-filled schema from your brand data.

HIGH Location & Contact: needs improvement

Display your address, phone number, and email as plain text on a Contact page and in your JSON-LD schema.

HIGH Below-average AI visibility — cited in 31.3% of queries

Focus on the content dimensions rated "Not Present" first, then work through "Partial" items to improve AI recognition.

Strategic Recommendations

Based on your citation data, missed queries, technical signals, and competitor mentions.

AskARC is cited on 13 of 36 queries (36%) with OpenRouter the top competitor (cited on 6 of 36 queries). Most misses are selection/"best" and local "near me" queries (e.g. "best AI model routing tools", "best AI tools for data analytics", local variants for Amsterdam/Barcelona).

HIGH Publish 'Best X' comparison pages

Multiple missed queries are explicit selection intents (e.g. 'best AI model routing tools', 'best AI tools for data analytics', plus Amsterdam/Barcelona variants) that are currently lost to OpenRouter and generic vendor lists — create canonical comparison pages to capture these answers.

1. Create a clustered set of pages: /best-ai-model-routing-tools and /best-ai-tools-data-analytics plus localized variants /best-ai-model-routing-tools-amsterdam and -barcelona (server-rendered HTML).
2. On each page include a concise buyer-weighted comparison table (features, EU-compliance, cost, BYOM, SLAs) and link to your reproducible benchmark artifacts in Articles.
3. Add Article/WebPage JSON-LD for each comparison with recommendedAnswer snippets and SoftwareApplication reference objects for competitors (include @id links), and link them from /articles and homepage.
4. Internal link these pages from /articles, /features and the homepage to pass authority and ensure AI crawlers can quote them.

HIGH Add HowTo JSON-LD for integrations

Audit shows 'how to integrate intelligent platforms' and integration-local intents are missed by engines even though server-rendered steps exist in llms.txt and API docs — HowTo JSON-LD will let LLMs quote step-by-step integration answers directly.

- 1.

Add HowTo JSON-LD to the head of /api-docs and /get-started containing the 6-step integration checklist (use the same steps already in Platform llms.txt).

2. Include short code snippets and canonical example URLs in the HowTo JSON-LD (e.g. installUrl, example API call, SDK links) so engines can surface runnable examples.
3. Publish localized HowTo JSON-LD variations for Amsterdam and Barcelona integration scenarios at /api-docs/amsterdam and /api-docs/barcelona (server-rendered).
4. Verify the new HowTo JSON-LD with the Rich Results / Structured Data testing tool and re-run the GEO audit after 72 hours.

HIGH Add AggregateRating & Reviews

Google-overview citations are the weakest (4 of 36) and 'best' queries require review/rating signals — SoftwareApplication and Article pages lack aggregateRating objects that engines use to promote tools for 'best' queries.

1. Add an AggregateRating JSON-LD block to the primary SoftwareApplication JSON-LD served site-wide (head) and to /articles and new comparison pages, including ratingValue, reviewCount and bestRating fields.
2. Publish 3 structured review objects (Review schema) on /articles or /case-studies with verifiable dates, reviewer role (company/role) and numeric ratings (obtain consent or anonymize with permission).
3. Expose review snippets and star ratings on the UI and include the corresponding JSON-LD; update the SoftwareApplication offers/price info to match pricing pages.
4. Start collecting reviews formally (email follow-ups, enterprise references) and add them to the structured feed monthly so aggregateRating becomes meaningful to engines.

HIGH Publish public benchmark repo + QuickFacts

Competitors that win 'best' queries (OpenRouter) publish verifiable benchmark repos; AskARC references benchmarks but has no public GitHub repo with raw scripts/data and llms.txt lacks short numeric snippets engines like to quote.

1. Publish a public GitHub repository (suggested: <https://github.com/fenxlabs/askarc-benchmarks>) with raw scripts, datasets, methodology and reproducible commands; include an MIT/OSL license and README.
2. Link the repo from each benchmark Article and include a clear 'reproduce these results' call-to-action on /articles with direct links to the raw result files.
3. Add a QuickFacts section to Platform llms.txt and to each Article with short numeric claims (e.g. 'routing cost reduction: 30–70% — measured in reproducible benchmark X, link to repo/results.csv').
4. Add a reference to the GitHub repo in the new comparison pages and in HowTo JSON-LD so engines can verify claims when answering 'best' queries.

MEDIUM Enrich SoftwareApplication JSON-LD fields

Platform JSON-LD includes SoftwareApplication but omits softwareVersion, installUrl, license, support contact and consistent offers — missing fields reduce visibility for tool-selection queries and technical intents.

1. Update the site-wide SoftwareApplication JSON-LD (head of pages like /, /features, /api-docs) to include softwareVersion, installUrl (api docs + SDK links), license, support contact (support@askarc.app) and consistent AggregateOffer data matching /pricing.
2. Add sameAs links to new developer assets (GitHub org, Product Hunt listing) in the Organization and SoftwareApplication schema.
3. Ensure the SoftwareApplication 'author' and 'publisher' fields reference AskARC as canonical product identity (use @id linking to <https://askarc.app/#askarc-app>).
4. Re-run structured data validation to ensure no syntax errors and that these enriched fields are present to crawlers.

MEDIUM Publish structured case studies + reviews

Missed local 'custom AI solutions' and 'AI-powered analytics' queries want outcome-based proof; AskARC references case summaries but lacks structured case studies and review schema that engines prefer for 'best custom AI solutions' answers.

1. Publish 3-4 server-rendered case studies at /case-studies/<client> with measurable outcomes (cost saved, latency improved, rollout timeline) and include Organization/client name or anonymized label with approval.
2. Embed JSON-LD CaseStudy/Article + Review and AggregateRating objects on each case-study page (include review author role, date, ratingValue and description).
- 3.

Link each case study from /features, /pricing and the new comparison pages so engines can see customer evidence when generating 'best' answers.

4. Add structured 'result metrics' fields as JSON-LD (customProperty or additionalType) with exact numeric outcomes so LLMs can quote these facts.

MEDIUM Create Wikidata + Wikipedia pipeline

google-overview is an outlier low (20.8%) — ChatGPT/Bing/Google-derived overviews and 'best' answers often pick entities with Wikidata/Wikipedia records; OpenRouter benefits from explicit public identity signals.

1. Create a Wikidata item for AskARC (link to <https://askarc.app>, FenxLabs and FenixMinds B.V. entries) and populate fields: inception, headquarters, official website, founder (Carl Eidsgard) and sameAs (GitHub, Product Hunt, LinkedIn).
2. Assemble independent third-party citations (tech press, benchmark write-ups, interviews) and prepare a neutral Wikipedia draft for AskARC or FenxLabs using those sources; submit via an experienced editor or the Articles for Creation process.
3. Create a public GitHub org with sample SDK examples and a Product Hunt launch page; add the GitHub and Product Hunt sameAs links to site JSON-LD and the Wikidata entry.
4. Use Search Console and Knowledge Panel feedback (after Wikidata/Wikipedia exist) to request entity recognition improvements for 'AskARC' so google-overview can surface product-level answers.

LOW Add explicit llms.txt Q/A snippets

Platform llms.txt exists and is comprehensive, but engines still miss many exact-phrase queries (e.g. 'best AI model routing tools Amsterdam', 'custom AI service providers near me') — short canonical Q/A lines improve quick-quoteability.

1. Append a '# QuickAnswers' section to the live llms.txt (/llms.txt) with 1–2 sentence canonical answers for each missed query (exact phrasing used in audits) and a canonical URL pointing to the new comparison or case-study page.
2. Include short numeric claims and one-line verification links (e.g. 'cost reduction 30–70% — see <https://askarc.app/articles/benchmark-2026/results.csv>').
3. Keep these snippets terse (1–2 sentences) and map each to a server-rendered page so LLMs can follow the URL for detail.
4. Monitor citation changes across engines weekly and iterate llms.txt content to match the exact wording engines are using in misses.