

What your AI visibility report looks like

This is the report we deliver to clients, shown for a skincare brand. The brand is hidden and the numbers are illustrative; your report uses your questions, your competitors and real answers.



Clean skincare · United States · Sep 14 – Oct 11, 2026

1,000s

answers a month

4

AI engines

4

competitors

1 · SUMMARY

Up 7 points, with ChatGPT still the gap

AI visibility ⓘ

23% ±1.6

↗ +7 pts

vs previous 4 weeks

Share of voice ⓘ

7.2%

↗ +2.2 pts

vs previous 4 weeks

Average position ⓘ

#3.4

↗ 0.6 places higher

was #4.0 (lower is better)

Sentiment ⓘ

75/100

+2, no clear change

vs previous 4 weeks

Cited as a source ⓘ

11%

↗ +4 pts

vs previous 4 weeks

🏆 Wins

- Visibility up 7 points to 23%, well beyond the margin of error, so a real rise, not noise.
- Now the 4th most-named brand of 37 (was 5th), past Mira & Moss.
- Named in 55% of answers to "Alternatives to Solene Skin that cost less?", ahead of every other brand.

⚠️ Risks

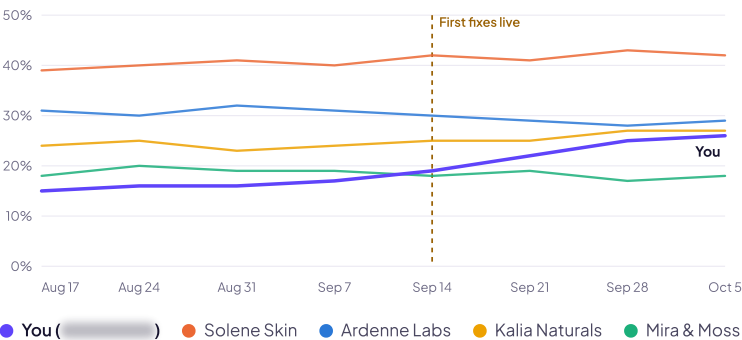
- ChatGPT names you in only 14% of answers. 41% of its answers cite one beauty magazine whose lists leave you out.
- ChatGPT still says your vitamin C serum contains fragrance, which hasn't been true since March 2026.
- 0–21% on rosacea-friendly moisturisers, a question your barrier cream fits. Ardenne Labs takes it.

± = 95% margin of error, from the number of answers behind each figure. A change compares two periods, so its margin is wider (±2.1 points for your visibility). A smaller change is reported as "no clear change".

Named in 23% of answers, 2.3x more often on Gemini than ChatGPT

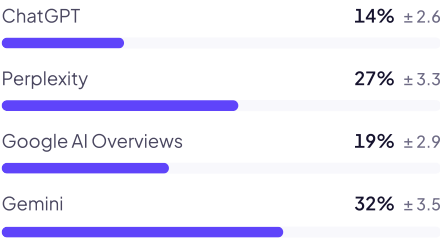
AI visibility, week by week

Share of answers naming each brand, week by week, all four engines. Dashed line: first fixes live. The report figures average the 4 weeks since then.



Visibility by engine

Where AI names you most, and where it doesn't. Each engine has fewer answers than the total, so wider margins.



ChatGPT is the gap. 41% of its answers cite one beauty magazine, and its lists leave you out.

Strong on alternatives and clean skincare, missing on rosacea

Your customers' questions, from every angle

10 of the questions we track, asked the way your customers ask them. Share of answers that name you, per question and engine, over the 4 weeks.

Question	ChatGPT	Perplexity	Google AI Overviews	Gemini	Top other brand
Best vitamin C serum for sensitive skin? Need	21%	39%	32%	50%	Solene Skin
Fragrance-free moisturiser for rosacea-prone skin? Concern Gap	0%	11%	0%	21%	Ardenne Labs
Clean skincare brands that actually work? Discovery	29%	50%	39%	61%	Solene Skin
Alternatives to Solene Skin that cost less? Comparison	50%	61%	39%	71%	Kalia Naturals
Best skincare gift set under \$100? Gift	39%	29%	21%	50%	Kalia Naturals
Is good for sensitive skin? Branded	100%	100%	89%	100%	—
Gentle retinol alternative for beginners? Ingredient	11%	29%	21%	39%	Mira & Moss
Non-comedogenic face oil for oily skin? Need	21%	18%	11%	29%	Ardenne Labs
Niacinamide or vitamin C: which should I use first? How-to Advice, few brands	0%	0%	0%	7%	Mostly no brand named
Best mineral sunscreen for daily wear? Need Not worth chasing	0%	0%	0%	0%	Not your product

Shading: darker = named more often. Answers that give general advice without naming any brand don't count against you.

#4 of 37 brands, and up from #5

Who AI recommends in your category

Top 5 of the 37 brands AI named in your category.

#	Brand	Visibility	Share of voice	Avg. position	Sentiment	Change
1	 Solene Skin	42%	13.1%	#1.9	78	+2 pts
2	 Ardenne Labs	29%	9.1%	#2.6	71	-2 pts
3	 Kalia Naturals	26%	8.1%	#3.0	76	+2 pts
4	  You	23%	7.2%	#3.4	75	 +7 pts
5	 Mira & Moss	18%	5.6%	#3.8	69	-1 pt

Change vs the previous 4 weeks. Grey: within the margin of error, so no clear change.

Why Solene Skin leads

#1 in the vitamin C list of the magazine ChatGPT cites most, and in the top 3 of the clean-beauty list.

A dedicated sensitive-skin page with a dermatologist quote, cited in 8% of answers.

4x more Reddit mentions than you in the threads AI cites.

Where you beat them

"Alternatives to Solene Skin that cost less": named in 55% of answers, ahead of Kalia Naturals.

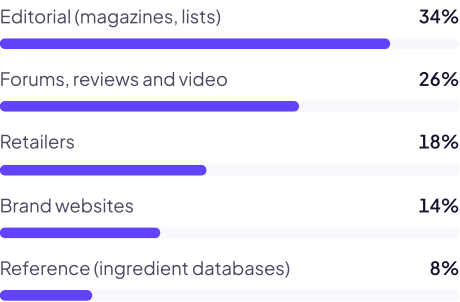
Gemini names you in 61% of answers to "Clean skincare brands that actually work?".

Perplexity cites your website more often than any competitor's.

AI describes you from other people's pages

What AI reads

Sources behind the answers, by type (share of all citations).



Named 23% · cited 11%

AI knows you but rarely reads your pages. What it says about you comes mostly from other people's pages. Clear product facts on your own site close this gap.

The pages that decide the answer

Share of answers that cite each source, and whether you're on it.

Source	Type	Cited in	You on it?
reddit.com	Forum	31%	Yes, in 2 of 9 cited threads
Beauty magazine A "Best of" lists (vitamin C serums, moisturisers) · cited in 41% of ChatGPT answers	Editorial	24%	No
amazon.com	Retailer	19%	Yes
ewg.org Skin Deep ratings	Reference	15%	No rating
youtube.com	Video	12%	Yes, 1 review
Your website (██████████)	Brand	11%	—
Beauty magazine B "Clean beauty brands worth the money"	Editorial	10%	Yes, #6 of 12
incidecoder.com	Reference	9%	Yes

A positive tone, and two facts that are out of date

Sentiment by engine

Tone of the answers that name you (0–100).

ChatGPT	71
Perplexity	76
Google AI Overviews	72
Gemini	77

Positive on every engine. Category average: 73. Below 65 would mean AI warns people about you.

What AI praises

Share of answers naming you that say it.

Gentle on sensitive skin	46%
Short, clear ingredient lists	31%
Good-value sets	22%

Concerns it raises

Smaller brand, fewer reviews	14%
Slow shipping outside the US	9%

Wrong or outdated facts

What AI repeats that is no longer true.

ChatGPT

“The vitamin C serum contains added fragrance.”

Reformulated fragrance-free in March 2026. The old product page is still live and indexed.

Perplexity

“The barrier cream costs \$48.”

Current price \$42. The \$48 comes from a 2025 retailer listing.

One answer, as the engine gave it

Gemini · “Best vitamin C serum for sensitive skin?” · US

For sensitive skin, look for a lower-strength, stable form of vitamin C and no added fragrance. Good options: **Solene Skin** (a 10% serum that is often recommended for beginners), (fragrance-free, with a short ingredient list) and **Ardenne Labs** (a stronger 15% formula, better once your skin is used to it).

Sources used: [Beauty magazine A](#) [reddit.com](#) [incidecoder.com](#)

What to change first

Changes already live

Made during this period, while your visibility rose from 16% to 23%.

- Sep 14** Vitamin C serum page rewritten for sensitive skin: who it suits, strength, what's left out.
- Sep 18** FAQ added to 6 product pages, answering the questions customers ask AI.
- Sep 25** Reviews from sensitive-skin customers collected and shown on the product pages.

Next, in order of priority

1

Get into the magazine lists ChatGPT reads

Beauty magazine A is cited in 24% of all answers and 41% of ChatGPT's. Its vitamin C and moisturiser lists name Solene Skin and Ardenne Labs, not you. Send the editor your fragrance-free formula, test results and samples.

Off-site

Impact: High

Effort: Medium

4 questions

2

Fix the outdated fragrance fact

Redirect the old serum page to the new one and say "fragrance-free since March 2026" on the product page and in its FAQ.

Content

Impact: High

Effort: Low

3 questions

3

Publish a page for rosacea-prone skin

Your barrier cream fits the question, but no page says who it's for. One page: ingredients left out, who it suits, dermatologist notes, reviews from rosacea customers.

Content

Impact: High

Effort: Medium

2 questions

4

5

6



3 more actions in the full report

Your report lists every action for your brand, with the pages to change and who to contact.

useorbie.com/report

Not worth chasing. "Best mineral sunscreen" (0% on every engine): you don't sell sunscreen, so this isn't a gap.

Next: we keep asking the same questions every day, so the next report shows which changes moved the numbers. These actions raise your chances of being recommended; no one can guarantee it.