

FOR THE STORE OWNER

AI Visibility Blueprint

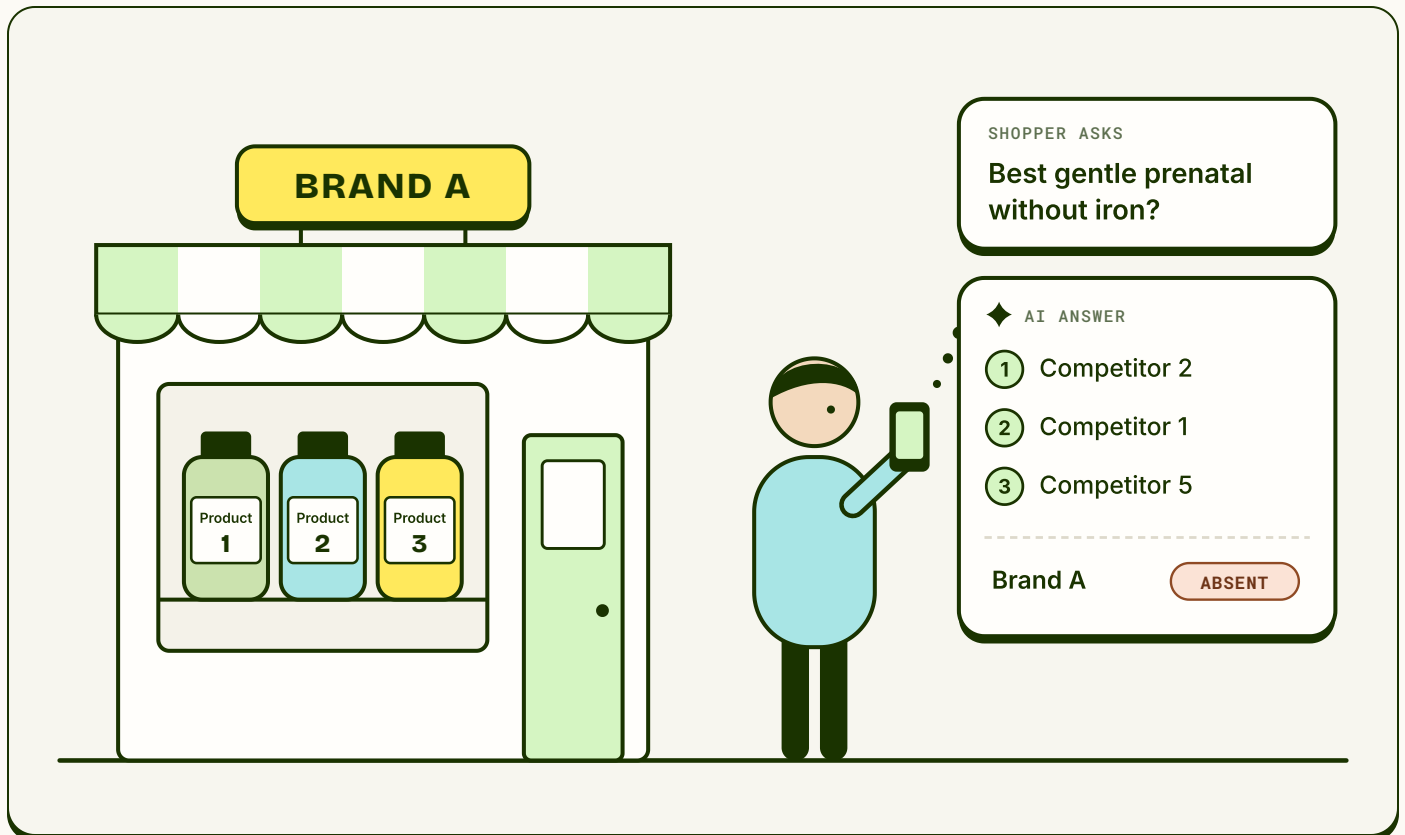
Brand A

CATEGORY: SUPPLEMENTS

OCTOBER 2026

BRAND-A.EXAMPLE

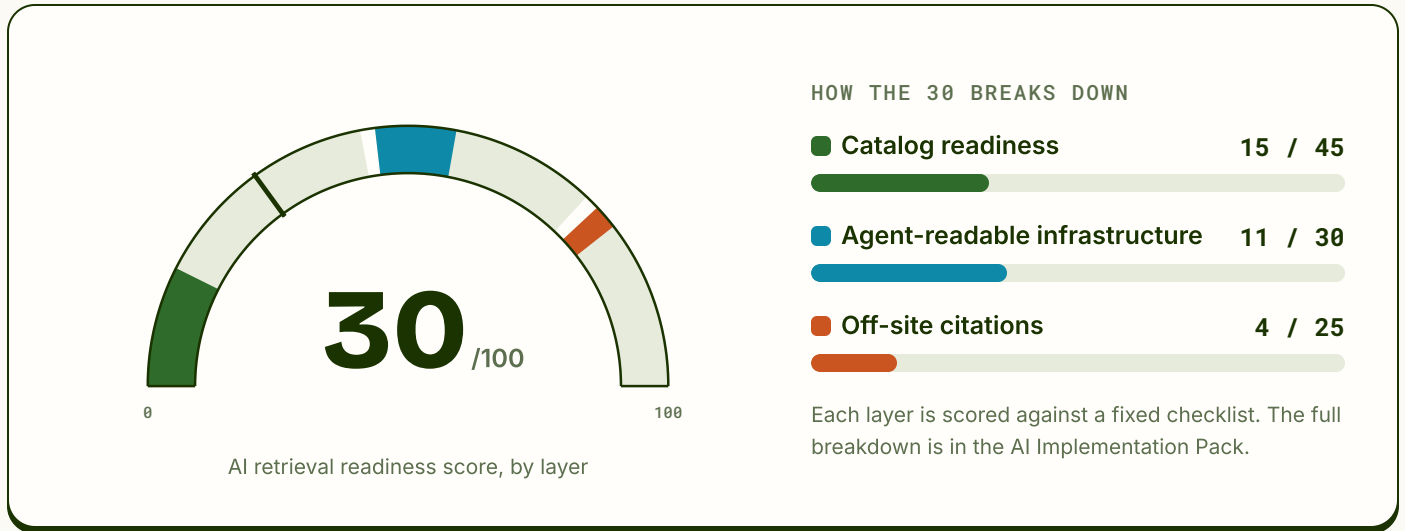
How AI shopping assistants answer your customers' questions, who they recommend instead of you, and the exact fixes that make your products readable.



YOUR RESULTS AT A GLANCE

Strong products. Hard for AI to read.

We asked one AI answer engine 120 real buying questions. Here is how often it named Brand A, and how ready your store is for AI shoppers today.



11.7%

Citation share. Brand A was named in 14 of 120 AI answers.

0 of 93

Category answers (best-of, problem, attribute, budget, comparison) that named Brand A.

3 of 12

Answers about Brand A that stated a fact wrongly or misleadingly.

VERDICT

Shoppers who name Brand A find it. Shoppers who don't, almost never do. 12 of the 14 mentions came from questions that already named Brand A; the other 2 came from questions about brands that give to charity.

HOW TO READ THIS REPORT

Three steps, in order.

Each page makes one point. Read it top to bottom once, then keep pages 12 to 15 open while the fixes get done.



KEY TERMS

Citation share

The share of the 120 AI answers that named a brand.

Win / low / absent

Named 1st or 2nd / named 3rd to 5th / not named at all.

Readiness score

A 0-100 checklist score of how readable your store is for AI.

Gap score

0-10 per product. 10 means AI can read almost nothing useful.

BADGES YOU'LL SEE

BIGGEST WIN

The single fix with the most impact for the time it takes.

QUICK FIX

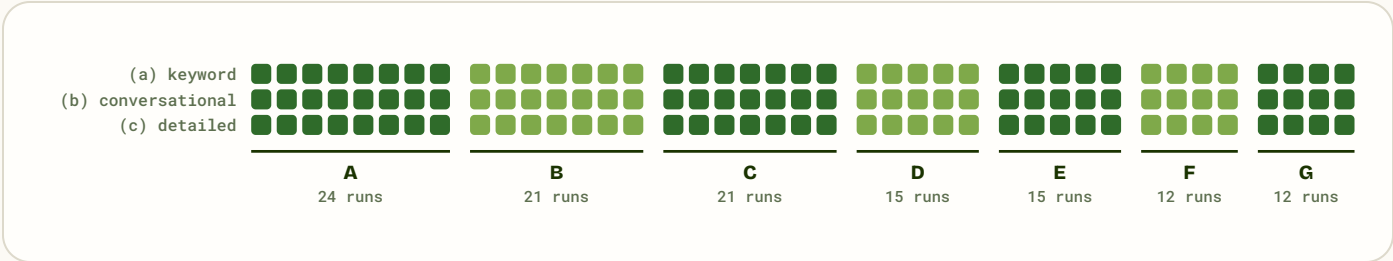
One hour or less, and worth doing this week.

ABSENT
NAMED #1

Whether an AI answer named Brand A, and where.

HOW WE MEASURED

40 questions, each asked 3 ways.



SEVEN INTENT GROUPS

A	Best-of	8 Qs · 24 runs
B	Problem to solution	7 Qs · 21 runs
C	Attribute-specific	7 Qs · 21 runs
D	Budget and value	5 Qs · 15 runs
E	Persona and gift	5 Qs · 15 runs
F	Comparisons	4 Qs · 12 runs
G	Brand accuracy	4 Qs · 12 runs

SAME QUESTION, THREE WAYS (Q02)

- A "best magnesium glycinate supplement"
- B "Which magnesium glycinate brand should I take for muscle relaxation and better sleep?"
- C "What is the highest quality pure magnesium bisglycinate capsule that is gentle on the stomach and third-party tested?"

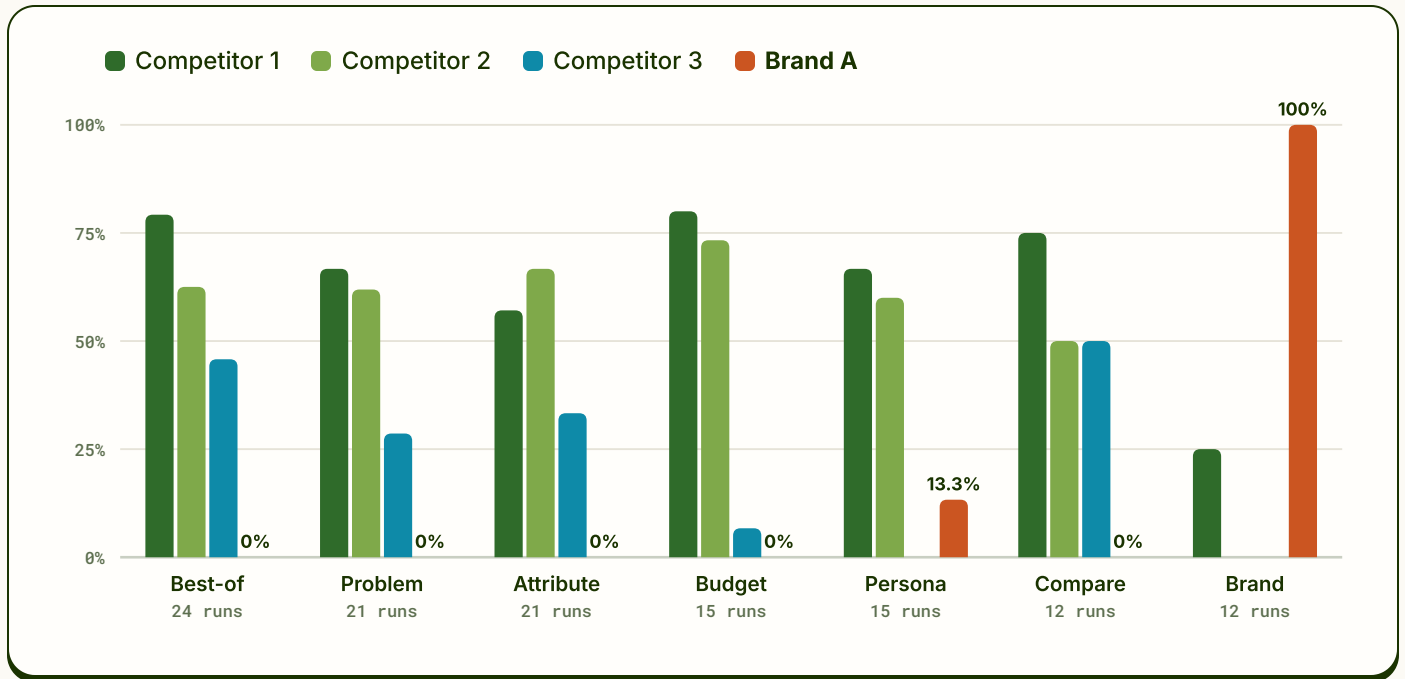
We run every measurement in **one AI answer engine, using the same fixed method for every store**. Each query starts fresh, with no memory of earlier questions. Measured October 2026.

Honest limits. AI answers vary between askings and change over time. Nobody controls them: not Outgroww, not you, not your competitors. That is why we report rates across 120 answers instead of one screenshot, and why we re-measure 90 days after delivery.

CITATION SHARE

11.7% share, and all of it narrow.

Share of answers in each intent group that named each brand. Brand A appears only in brand questions and in the mission question. In the five category groups it scores zero.



OVERALL, ALL 120 ANSWERS

Competitor 1	65.8% (79)
Competitor 2	56.7% (68)
Competitor 3	25.8% (31)
Competitor 4	23.3% (28)
Brand F	22.5% (27)
Competitor 5	12.5% (15)
Brand A	11.7% (14)
Brand G	11.7% (14)

BRAND A BY PHRASING

Short keyword (a)	4 of 40	10.0%
Conversational (b)	5 of 40	12.5%
Detailed with constraints (c)	5 of 40	12.5%

Worth knowing: Brand F, outside the five shortlisted competitors, was named in 27 answers (22.5%), more than Competitor 5.

THE QUESTIONS

Six questions you should have won.

Five of these describe a Brand A product exactly. The AI named competitors each time.

The sixth shows where Brand A does get named first.

Q01c · Best-of · detailed

ABSENT

"What is the best clean, third-party tested prenatal multivitamin with methylated folate for a first pregnancy?"

BRANDS NAMED, IN ORDER

1. Competitor 2
2. Competitor 1
3. Competitor 5

Product 1 uses methylated folate and every batch is third-party tested.

Q02b · Best-of · conversational

ABSENT

"Which magnesium glycinate brand should I take for muscle relaxation and better sleep?"

BRANDS NAMED, IN ORDER

1. Competitor 3
2. Competitor 1
3. Brand G

Product 2 is a pure magnesium glycinate.

Q07c · Best-of · detailed

ABSENT

"What is the best evidence-based supplement containing saffron and curcumin for cycle-related mood swings and hormonal support?"

BRANDS NAMED, IN ORDER

1. Brand G
2. Brand F
3. generic herbal formulas

Product 4 contains a branded saffron extract and curcumin.

Q17c · Attribute · detailed

ABSENT

"What prenatal and daily vitamin brands have been independently tested and certified for heavy-metal purity by an independent certifier?"

BRANDS NAMED, IN ORDER

1. Competitor 2
2. Competitor 1
3. Competitor 5

Brand A holds this exact kind of certification.

Q18b · Attribute · conversational

ABSENT

"Can I get a good prenatal vitamin that doesn't have iron in it?"

BRANDS NAMED, IN ORDER

1. Competitor 2
2. Competitor 5
3. Brand Y

Product 1 is iron-free.

Q31c · Persona · detailed

NAMED #1

"What family-owned supplement brands donate 10% of their profits to charity?"

BRANDS NAMED, IN ORDER

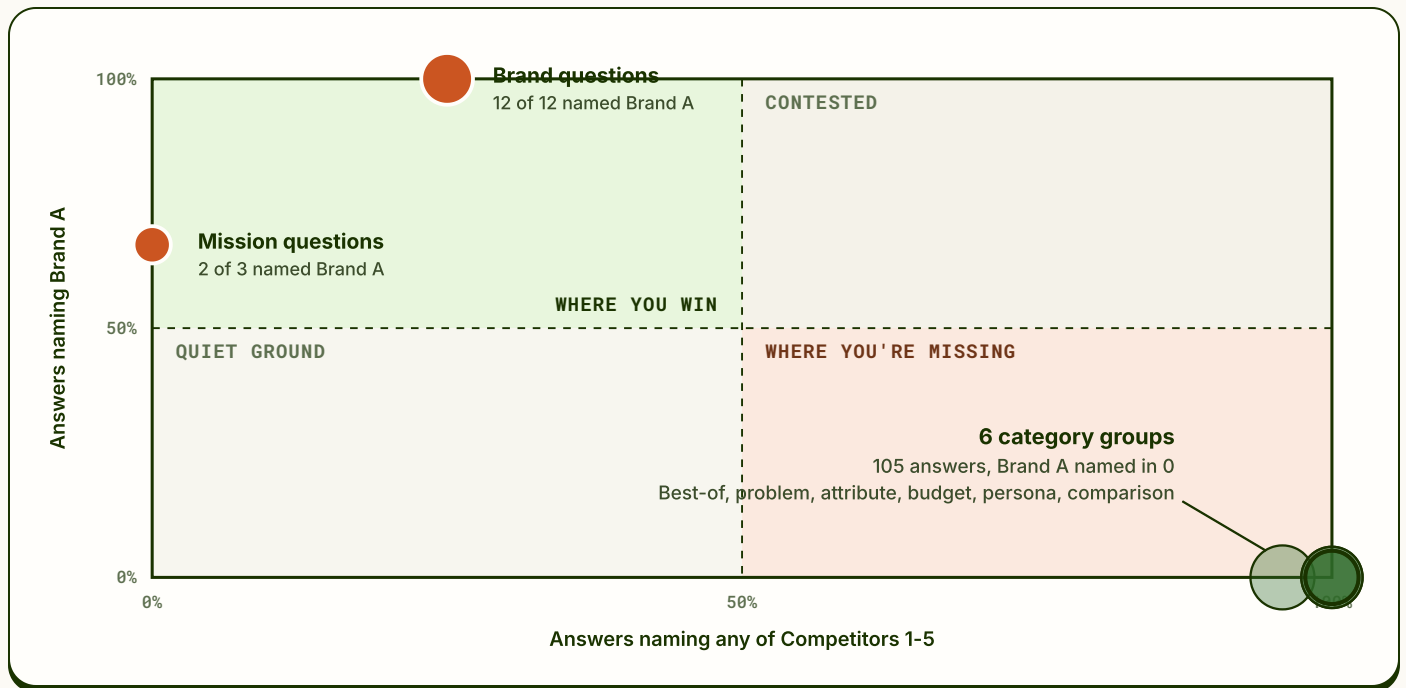
1. Brand A

A mission question. Brand A is named first.

WHERE YOU WIN, WHERE YOU ARE MISSING

Found by name, missed by need.

Each bubble is a set of questions. Higher means the AI named Brand A more often; further right means it named one of Competitors 1-5 more often. Bubble size is the number of answers.



BRAND A ACROSS ALL 120 ANSWERS

14

Wins (named 1st or 2nd)

11 first, 3 second. All in brand or mission questions.

0

Low positions (3rd to 5th)

When Brand A is named, it is named near the top.

106

Absent

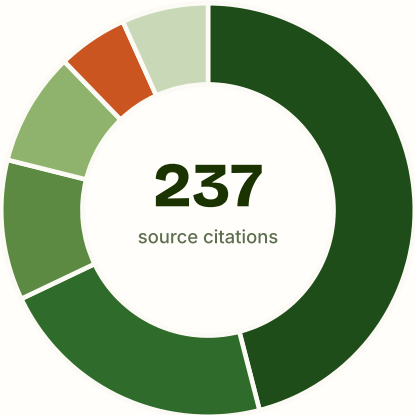
88.3% of answers did not name Brand A.

The opportunity is the bottom-right corner: 105 answers to questions your products fit, and Brand A named in none of them.

SOURCE MAP

The sites AI trusts don't mention you.

Across the 120 answers, the AI cited 237 sources. 78.9% were editorial, parenting and forum sites, where competitors are covered and Brand A is not.



SOURCE TYPE

TYPE	CITATIONS	SHARE
Editorial health and wellness	109	46.0%
Parenting and pregnancy media	52	21.9%
Community forums	26	11.0%
Certification and testing	21	8.9%
Brand A's own site	13	5.5%
Other (retail, payment, research, social)	16	6.8%

TOP 6 CITED DOMAINS

DOMAIN	CITED	WITH BRAND A	BRAND A	NOTE
healthline.com	47	1	PRESENT	once, in a brand question
reddit.com	26	0	ABSENT	never alongside Brand A
whattoexpect.com	16	0	ABSENT	never alongside Brand A
verywellfamily.com	15	0	ABSENT	never alongside Brand A
parents.com	14	0	ABSENT	never alongside Brand A
Certification registry	14	5	PRESENT	brand questions only

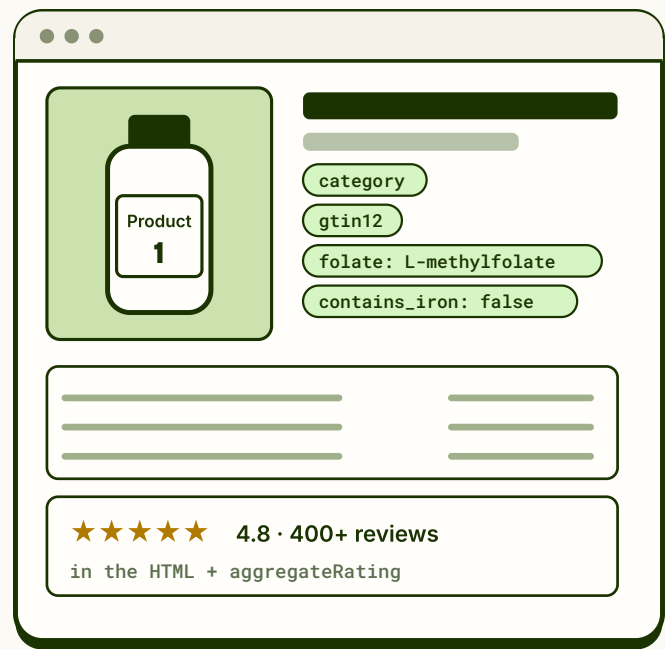
"With Brand A" counts answers that cited the domain and also named Brand A. babycenter.com tied at 14 citations (0 with Brand A).

COMPETITOR GAP MAP

Same quality. Different data.

Competitors hand the AI clean fields it can quote. Brand A's facts are real, but they sit in pictures, prose and a reviews widget.

COMPETITOR PAGE: STRUCTURED



BRAND A PAGE TODAY: UNSTRUCTURED



FIELD	BRAND A	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Product category	Unassigned	Mapped	Mapped	Mapped
Ingredient amounts	In images and prose	In JSON-LD	Structured table	Structured data sheet
Folate form as data	Prose only	In schema	In schema	In schema
GTIN in JSON-LD	Missing	Present	Present	Present + MPN
Reviews in raw HTML	Widget only, 0 visible	Server HTML + rating	Server HTML + rating	Server HTML + rating
FAQ schema	Accordion only	FAQPage	FAQPage	FAQPage
Refill vs bottle	Separate products	One page, variants	One page, variants	One product, pouch option

Benchmarked on flagship pages, October 2026: prenatal (Brand A, Competitors 1-2) and magnesium (Brand A, Competitors 1 and 3).

BRAND ACCURACY

What AI gets wrong about you.

We checked every statement the AI made in the 12 brand questions against your own public pages. Most were right. The wrong ones touch the exact things your buyers care about.

9 true

2 false

1 misleading

out of 12 brand answers checked

FALSE

Asked in Q39a

THE AI SAID

"Prenatal (Product 1) contains iron."

THE TRUTH

Product 1 is iron-free. Iron is sold separately as Product 7.

Fix F07: Flag iron-free products as data

FALSE

Asked in Q37c

THE AI SAID

"Brand A makes its supplements overseas and repackages them in the US."

THE TRUTH

Brand A manufactures in a US-based facility.

Fix F08: Complete the Organization schema

MISLEADING

Asked in Q39b

THE AI SAID

"Brand A donates 10% of profits to charity."

THE TRUTH

Brand A donates 10% of gross revenue to a charitable cause, not 10% of profit.

Fix F16: Clarify the giving statement

TRUE

Asked in Q37b

THE AI SAID

"Brand A holds an independent purity certification."

THE TRUTH

Correct. Linking the badge to the registry lets AI confirm it.

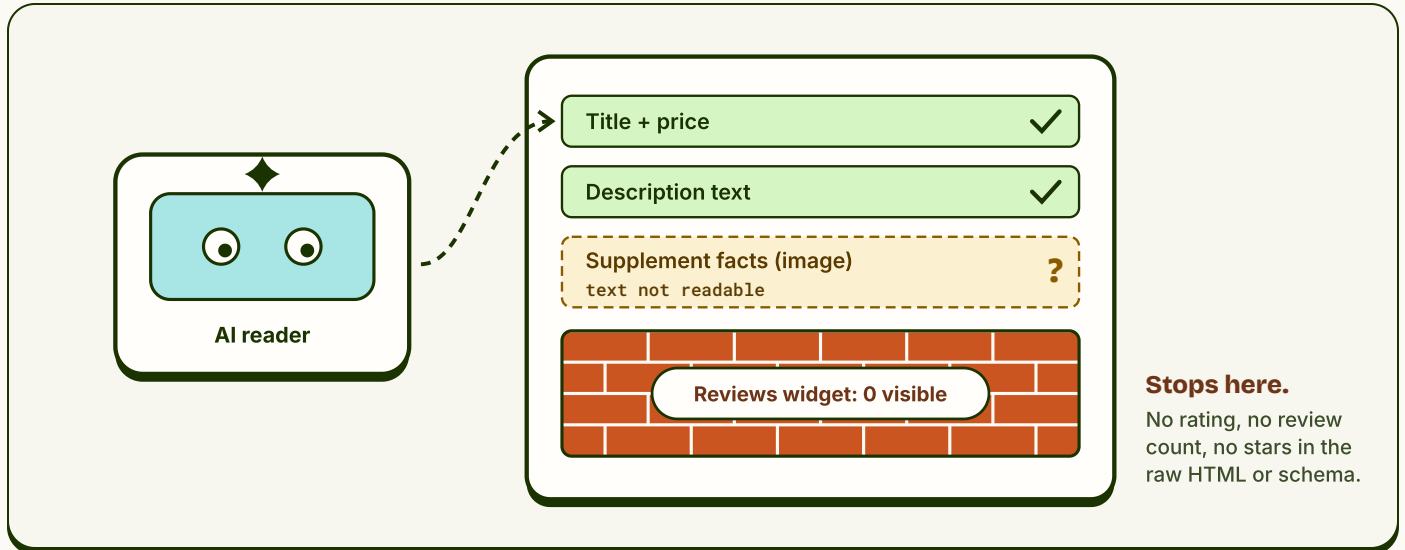
Fix F14: Link the certification badge to its registry

Why it happens: the true facts are on your pages, but in prose and images. With no field to quote, the AI fills the gap with what is typical for the category. Each linked fix stores the fact as data.

WHY YOU'RE BEING SKIPPED

Three root causes.

An AI reads your product page as raw text and code. Here is what happens when it reaches Brand A's flagship page.



CAUSE 1

Facts trapped in pictures

Supplement facts appear only as images on 28 of 31 products. Folate form, choline and iron-free status aren't stored as data, so a shopper's "no iron, methylated folate" question can't match you.

FIXED BY F05 · F07 · F12



CAUSE 2

Reviews hidden in a widget

Your reviews app loads in the browser. The raw HTML that AI reads shows an empty container, and the product schema has no rating, so Brand A looks unreviewed next to competitors.

FIXED BY F01



CAUSE 3

Missing from the sites AI trusts

187 of 237 citations (78.9%) came from editorial, parenting and forum sites. Brand A was named alongside them once, in a question that already named it.

FIXED BY F14 · F18 · F19

PRODUCT GAP TABLE

Your top 15 products, by gap.

Gap score runs 0 to 10; higher means less of what shoppers ask about is readable by AI. Every shaded cell is a field AI looks for and doesn't find.

#	PRODUCT	GAP	CATEGORY	FACTS AS DATA	GTIN	RATING	FAQ	BUNDLE	MAIN GAP
01	Prenatal	9.5	None	Image	No	No	No	n/a	Folate and choline amounts sit in an image; iron-free not flagged
02	Magnesium	9.2	None	Prose	No	No	No	n/a	Chelate form and elemental amount only in prose
03	Omega-3	9.0	None	Image	No	No	No	n/a	DHA/EPA split and oil form trapped in images
04	Cycle Support	8.8	None	Image	No	No	No	n/a	Branded saffron extract and curcumin only in images
05	Women's 40+ Multi	8.5	None	Prose	No	No	No	n/a	Life stage and iron-free not stored as data
06	Postnatal	8.4	None	Prose	No	No	No	n/a	Nursing-stage attributes buried in copy
07	Iron	8.2	None	Prose	No	No	No	n/a	Chelated iron form not in a structured field
08	Men's Multi	8.0	None	Prose	No	No	No	n/a	Generic type; key nutrients unstructured
09	Probiotic	7.8	None	Prose	No	No	No	n/a	Strain and CFU count not in fields
10	Bone Support	7.6	None	Prose	No	No	No	n/a	Calcium source and D3/K2 not structured
11	Immune Support	7.5	None	Prose	No	No	No	n/a	Branded extracts not stored as data
12	Women's Multi	7.4	None	Prose	No	No	No	n/a	Attributes in bullet copy only
13	Prenatal Bundle	7.2	None	List	No	No	No	No	Contents not linked to component products
14	Preconception Bundle	7.2	None	List	No	No	No	No	Contents not linked to component products
15	Postnatal Bundle	7.1	None	List	No	No	No	No	Contents not linked to component products

Facts as data: Image = supplement facts only in a picture; Prose = only in description text; List = plain list with no links. Rating = aggregateRating in schema.

30.1% 4 products (1-4) account for 36.5 of the 121.4 gap points in this table (30.1%). The gaps are spread across the catalog, not concentrated, so start with the template-wide fixes: one change reaches all 31 products.

THE FIX LIST

Ten fixes, in order.

Ranked by impact per hour. Together they take about 13.5 hours. All 22 fixes, each with the exact admin path, field, current and new value, and a check, are in the AI Implementation Pack.

ID	FIX	BADGE	EFFORT	IMPACT
F01	Server-render reviews and rating schema All 31 products · Developer	BIGGEST WIN	2.5 h	HIGH
F02	Publish /llms.txt Whole store · Developer	QUICK FIX	1.0 h	HIGH
F03	Assign the standard product category All 31 products · Store owner	QUICK FIX	0.5 h	HIGH
F04	Add GTINs to every variant All 50 SKUs · Store owner		1.5 h	HIGH
F05	Create supplement metafields All 31 products · Developer + owner		2.0 h	HIGH
F06	Add FAQ schema to product pages Top 12 single-formula products · Developer		1.5 h	HIGH
F07	Flag iron-free products as data Products 1 and 5 · Store owner	QUICK FIX	0.5 h	HIGH
F08	Complete the Organization schema Sitewide · Developer		1.0 h	MEDIUM
F09	Set crawler rules in robots.txt Whole store · Developer	QUICK FIX	0.5 h	MEDIUM
F12	Add HTML supplement facts tables Top 12 products · Store owner		2.5 h	HIGH

Start with F01. Server-rendering your rating and review count is the single change that lets AI see Brand A as a reviewed, trusted brand, and it applies to all 31 products.

Then the quick fixes. F02, F03, F07, F09 take an hour or less each. F15 (HSA/FSA note) is another quick fix further down the list.

BEFORE AND AFTER

One flagship product, fixed.

Prenatal (Product 1) has the highest gap score. Here is what the AI can read on its page today, and after the top fixes. Nothing about the product changes, only how its facts are stored.

Before

WHAT AI READS TODAY

TITLE
Prenatal + slogan

PRODUCT CATEGORY
Unassigned

FOLATE FORM
Inside an image

CONTAINS IRON
Not stored as data

BARCODE
Empty

REVIEWS IN RAW HTML
0 visible (widget)

FAQ
Accordion only

→

After

MACHINE-READABLE

TITLE
Prenatal Vitamin (Iron-Free, Methylated Folate & Choline)

PRODUCT CATEGORY
Vitamins & Supplements (standard taxonomy)

FOLATE FORM
custom.folate_form = "L-methylfolate"

CONTAINS IRON
custom.contains_iron = false

BARCODE
gtin12 = [GTIN-12 from your packaging]

REVIEWS IN RAW HTML
4.8 stars, 400+ reviews, server-rendered

FAQ
FAQPage JSON-LD, same text

WHAT THE AI ACTUALLY RECEIVES

```

<h1>Prenatal</h1>

<p>Gentle, thoughtful nutrition...</p>
<div id="reviews"></div> <!-- empty -->

```

```

"name": "Prenatal Vitamin (Iron-Free, ...)",
"gtin12": "[GTIN-12 from your packaging]",
{"name": "Contains iron", "value": "No"},
"aggregateRating": {"ratingValue": "4.8", ...}

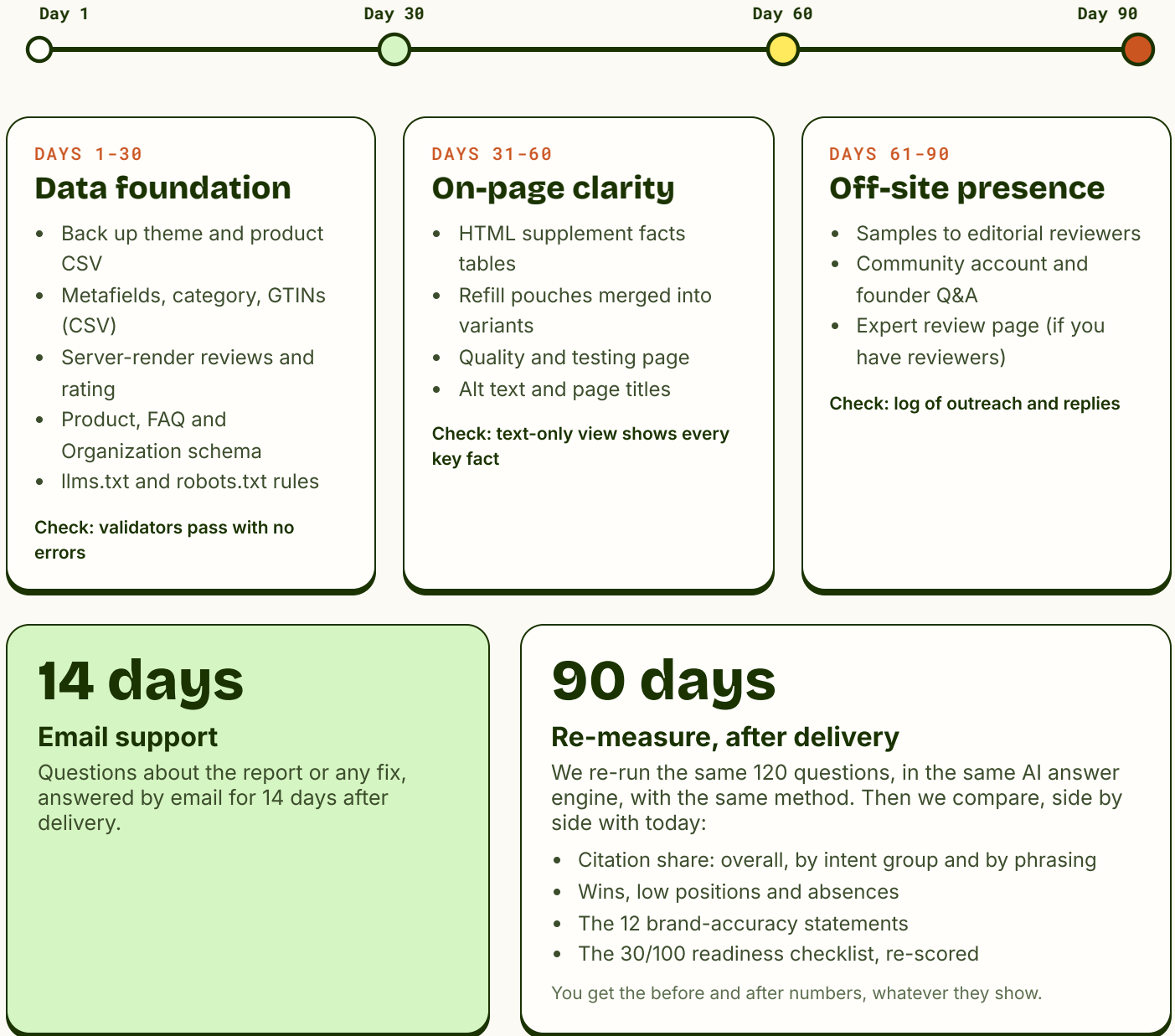
```

Fixes used: F01, F03, F04, F05, F06, F07, F21. Review figures are illustrative; your own numbers come from your reviews app.

ROADMAP AND RE-MEASURE

90 days, then we measure again.

The developer tasks add up to about 23.5 hours (16 tasks). Most of it lands in the first 30 days.



GET YOUR OWN

This was Brand A. Yours is next.

Every Blueprint is built for one store, from its own catalog and its own category's buying questions. Written deliverable: we never log into your store.

WHAT'S INCLUDED

- ✓ Visibility score out of 100, by layer
- ✓ 40 buying questions, each asked three ways (120 answers)
- ✓ Citation share for you and every competitor named
- ✓ Source map: the sites AI trusts, and which never mention you
- ✓ Product gap table, every product ranked
- ✓ The exact fix for every gap, ready to paste
- ✓ A developer task list that can start the day it arrives
- ✓ Catalog mapping and llms.txt set-up instructions
- ✓ The AI Implementation Pack
- ✓ 14 days of email support
- ✓ 90-day re-measure

AI VISIBILITY BLUEPRINT

\$1,200

One-time. Up to 1,000 SKUs. Delivered within 2 business days.

Founding batch: the first 10 orders get delivery within 24 hours plus one free month of monitoring.

Get your Blueprint →

www.outgroww.com/founding

The AI Implementation Pack comes with every Blueprint. Paste it into any AI assistant and it walks you or your developer through every fix.