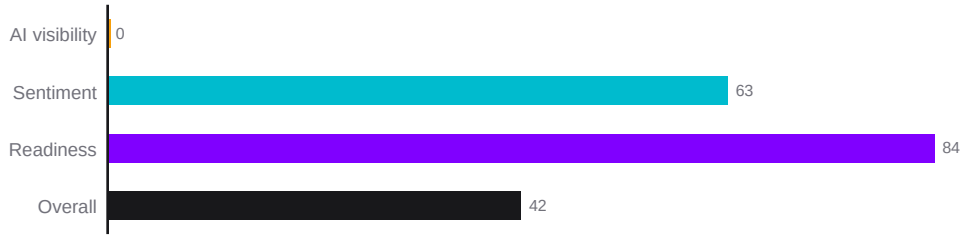
GENERATIVE ENGINE OPTIMISATION AUDIT

Citeify

citeify.ai

Analysis date	14 October 2026
AI visibility	0/100
Sentiment	63/100
Readiness	84/100
Overall	GEO Score 42/100 (Below average)
Prepared by	Citeify (citeify.ai)
Methodology	v2026.10.3 · citeify.ai/methodology



AI visibility is how often the site actually appears in live AI answers. Readiness is how well it is built to be cited (the foundations you control), and Overall blends the two. Sentiment is the tone of what the engines say when they do name you; it is reported on its own and never blended in.

Overview

Executive Summary

The on-site work at citeify.ai is unusually good. Every page is rendered on the server and loads fast. Every AI answer-engine crawler is allowed in. The structured data names the business, its founder, its parent company, its address, its plans and its prices. The methodology and FAQ pages answer real questions in plain sentences, with dated, specific numbers that an AI engine can quote and attribute.

The weakness is almost entirely off the site. Nobody else is talking about Citeify yet. The name also sits in a crowded field of near-identical names: Citefy (citefy.ai), Citify (citify.io), Cite AI (citehq.ai) and Citability (citability.dev). A web search for "Citeify" AI visibility while writing this report returned no independent page about citeify.ai. Worse, the search engine's own summary described Citify.io's features, euro pricing and testimonial as if they were Citeify's. That is the risk in miniature: an AI engine asked about Citeify can answer with a competitor's facts.

The site is ready to be cited. The brand still needs to be recognised before engines will cite it. Most of the remaining gains come from third-party presence and a stronger, more distinct entity, not from more on-page work.

> **AI engines are not recommending you at all yet**
> 10 questions on 6 engines, 5 samples each. Cited as a source on 0. AI visibility 0/100.

What’s working

Measured on this run, and worth protecting.

The engines speak warmly about you (63/100), and they single out trust, quality and expertise.	This is your reputation as an engine reads it. It is worth protecting.
Schema is in good shape at 90/100.	Extend the same markup to new page types as you add them.
Technical is in good shape at 89/100.	Re-check it after any redesign or platform change.
Platform is in good shape at 88/100.	Re-check your robots.txt and llms.txt whenever the site changes.
Your markup links out to your own profiles, so engines can tie them to one business.	Add any new profile to the same list rather than leaving it orphaned.

Built to be cited vs actually cited

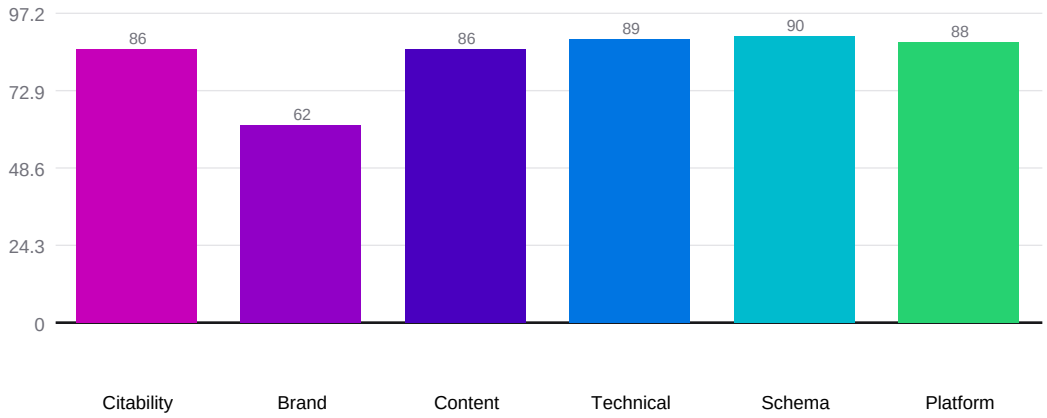
Readiness is the cause. Citation is the effect. The gap tells you where the work is.

Built to be cited (readiness citability)	86/100
Actually cited (measured citation rate)	0%

Your pages are built to be cited, yet the engines rarely cite them. This is an authority gap, not a structure gap: the fixes are off-site (mentions, reviews, references) more than on-page.

Readiness Breakdown

Category	Score	Weight	Reads as
AI Citability	86/100	25%	Excellent
Brand Authority	62/100	20%	Moderate
Content Quality	86/100	20%	Excellent
Technical Foundations	89/100	15%	Excellent
Structured Data	90/100	10%	Excellent
Platform Optimization	88/100	10%	Excellent



ACT 1

AI visibility

What the engines said when we asked your buyers' questions.

Citeify scored 0/100 for AI visibility. Across 10 buyer questions put to six engines with five samples each, the brand was never cited, never mentioned without a citation, and absent from all 60 sampled answers. On the question "How do I check if my website appears in AI search results like ChatGPT and Perplexity?", the competitors the engines reached for were ChatGPT, Claude and Google, and the same pattern held on "What's the best way to optimize my site for generative AI search engines?", where Google, ChatGPT and Google AI Overviews took the answer. Across all questions the brand ranks 27th of 27 names the engines reached for, with ChatGPT, Google, Perplexity and Google AI Overviews each naming competitors in 8 or 9 of the 10 questions. Where the engines did name Citeify, in 39 mentions, they were broadly warm (tone 63/100, 11 positive, 27 neutral, 1 negative), describing it as trustworthy and expert, though Perplexity wrongly claimed no website or reviews could be found, which the site itself contradicts.

Engine by engine

AI engine	Appeared	Cited	Avg rank	Share of voice
Perplexity	0/10 (0%)	0%	—	0%
Google AI Overviews	0/10 (0%)	0%	—	0%
Gemini	0/10 (0%)	0%	—	0%
ChatGPT	0/10 (0%)	0%	—	0%
Grok	0/10 (0%)	0%	—	0%
Claude	0/10 (0%)	0%	—	0%

Who the engines recommend

The businesses named in the answers. You are 12th of 12 names the engines reached for across the 10 questions. Ordered by questions named in, then how early in the answer.

#	Name	Questions	Avg rank	Share of voice
1	Otterly.AI	1/10	8.8	11%
2	Cloudflare	0/10	6	5%
3	Consensus	0/10	6.3	7%
4	YouTube	0/10	7	11%
5	SE Ranking	0/10	8	7%
6	Ahrefs	0/10	8.8	14%
7	HubSpot	0/10	8.8	11%
8	Semrush	0/10	9.8	11%
9	Profound	0/10	10	11%
10	Peec AI	0/10	11.7	7%

Which websites they cite

Not who they name but whose website they use as a source, often a directory, review site or article. Your site is not among the 282 websites the engines cited across the questions; 47 of 60 answers cited a source. Questions is how many of the 10 asked the site was cited on, by any engine. A site counts once per answer.

#	Website	Questions	Citation share
1	developers.google.com	9/10	4%
2	blog.hubspot.com	7/10	2%
3	youtube.com	7/10	2%
4	semrush.com	6/10	2%
5	ahrefs.com	6/10	1%
6	developers.openai.com	6/10	1%
7	airops.com	5/10	2%
8	help.openai.com	5/10	1%

The questions we asked

Biggest gaps first. Cited = your page linked as a source; Seen = mentioned, not cited; No = absent from the answer. “Your page” is the page the engines cited, or the crawled page that should answer the question.

Question	Pplx	AIO	Gemini	GPT	Grok	Claude	Also recommended	Your page
How do I check if my website appears in AI search results like ChatGPT and Perplexity?	No	No	No	No	No	No	ChatGPT, Claude, Google	Should answer (maybe): / check
How can I measure whether my content gets cited by AI chatbots?	No	No	No	No	No	No	ChatGPT, Claude, Perplexity	No page yet
Which AI search engines should I optimize for in 2026?	No	No	No	No	No	No	Bing, ChatGPT, Copilot	Should answer (maybe): / news
What are the top factors that help websites get cited by ChatGPT and Perplexity?	No	No	No	No	No	No	ChatGPT, Perplexity, Consensus	No page yet
How does my website's AI visibility compare to my competitors?	No	No	No	No	No	No	ChatGPT, Google, Gemini	Should answer (maybe): / check
What's the best way to optimize my site for generative AI search engines?	No	No	No	No	No	No	Google, ChatGPT, Google AI Overviews	No page yet

How do I audit my website's readiness for AI-powered search?	No	No	No	No	No	No	Google, ChatGPT, Claude	No page yet
What's causing my site to lose traffic to AI search engines?	No	No	No	No	No	No	Google, ChatGPT, Google AI Overviews	No page yet
What's the difference between traditional SEO and answer engine optimization?	No	No	No	No	No	No	ChatGPT, Gemini, Google	No page yet
How can I improve my visibility in Google AI Overviews and Gemini?	No	No	No	No	No	No	Gemini, Google, Google AI Overviews	No page yet

AI answers vary run to run: each question was asked 5 times per engine and counted on a majority verdict. “Cited” means an AI engine linked your page as a source. Appearing but not cited means you are mentioned; turning mentions into citations is the work.

ACT 2

Sentiment

What the engines say about you when they name you: the tone, what it attaches to, and their exact words. Paid runs also ask two fixed reputation questions.

The engines named Citeify 39 times, mostly positively (28% positive, 3% negative). They credit trust and quality. 1 claim they state as fact conflicts with your own site. Tone 63/100.

Tone when they name you

63 / 100 tone



39 mentions: 11 positive, 27 neutral, 1 negative. 39 came from the reputation prompts.

What the tone attaches to

Trust +7 | Quality +4 | Expertise +2 | Service +1

In their words

Verbatim from the engines' answers, unedited.

> “Several prominent “best AEO agency” lists do not appear to include Citeify.”
>
> Perplexity · negative · reputation prompt · “Is Citeify (citeify.ai), the answer engine optimization agency, reputable?”

> “People find Citeify (citeify.ai) —a Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) platform built by UK-based agency WHP Creative—to be a highly actionable and eye-opening tool for tracking brand visibility across AI models. Because it is a niche, specialized”
>
> Google AI Overviews · positive · reputation prompt · “What do people say about Citeify (citeify.ai), the answer engine optimization agency?”

> “A common piece of feedback from users exploring Citeify's reports is the surprise regarding who they are actually competing against in AI search.”
>
> Google AI Overviews · positive · reputation prompt · “What do people say about Citeify (citeify.ai), the answer engine optimization agency?”

> “Citeify says it is built in the UK by WHP Creative, which gives it an identifiable operator rather than an entirely anonymous web presence.”
>
> Perplexity · positive · reputation prompt · “Is Citeify (citeify.ai), the answer engine optimization agency, reputable?”

> “Short version: there doesn’t appear to be much independent public commentary about Citeify yet. The available signals are mildly positive but too thin to establish a strong reputation.”
>
> ChatGPT · positive · reputation prompt · “What do people say about Citeify (citeify.ai), the answer engine optimization agency?”

> “Citeify (citeify.ai) is an Answer Engine Optimization (AEO) audit tool developed by WHP Creative, a UK-based design and digital agency with over 15 years of experience. WHP Creative is recognized as a RAR Recommended Agency, specializing in vari”
>
> Gemini · positive · reputation prompt · “Is Citeify (citeify.ai), the answer engine optimization agency, reputable?”

What they state as fact

Checked against your own site. A conflict is worth correcting at the source; the engines read your site too.

Claim	Status	Your site says
No website, reviews, G2/Trustpilot profiles, or news coverage found	conflicts	Site has news page (citeify.ai/news), FAQ, and contact pages. Founder James Eltherington listed on About page.
Relatively new AI-visibility/AEO agency and audit product	not on your site	
Limited independent public commentary available	not on your site	
Public commentary appears limited	not on your site	
Material mainly from own website and third-party directories	not on your site	
Built by UK-based agency WHP Creative	not on your site	
Highly actionable and eye-opening tool for tracking brand visibility	not on your site	
Users find reports eye-opening regarding competitive landscape in AI search	not on your site	
Focuses on visibility in ChatGPT-style answer engines	confirmed	
Measures which brands AI recommends and cites	confirmed	
AI-visibility and GEO/AEO audit service	confirmed	
Checks whether AI systems recommend or cite a brand	confirmed	

ACT 3

Readiness

Readiness 84/100: six categories on the foundations you control, heaviest first. This is the diagnosis behind every absent verdict.

The site is well built to be cited, scoring 84/100 for readiness, with citability (86), content (86), technical (89), schema (90) and platform (88) all strong. The weakest area is brand at 62/100, where the name collides with several competitors, and the engines' readiness for Google AI Overviews (70) and ChatGPT (62) lags the rest. Citability coverage is thin, with only 20% of content blocks scoring above 70, and the pricing feature-list cards score just 37/100, which is the single biggest drag. Entity signals are also limited, since Citeify's own entity links to just one external profile.

Citability

86/100

Weight 25%

Citability Coverage: 20% of content blocks score above 70

- High — Weak content block: Pricing feature-list cards (Free / £99 / Starter / Growth / Pro) (37/100)
- Medium — Weak content block: Hero section (H1) (46/100)
- Medium — Weak content block: Fix-options block ("Hand over the list" / "Let a coding assistant do it" / "Buy it done") (62/100)

Brand

62/100

Weight 20%

Detailed findings are not available for this category on this audit.

- High — The brand name collides with several competitors

Content

86/100

Weight 20%

Detailed findings are not available for this category on this audit.

Technical

89/100

Weight 15%

Detailed findings are not available for this category on this audit.

- Medium — No Content-Security-Policy header
- Medium — The FAQ page has no main heading (H1)

Schema

90/100

Weight 10%

Business type detected: SaaS (pricing page, `/buy`, `/check` tool, "Scan"/"Audit" credits, subscription offers)

- High — Citeify's own entity links to only one external profile

Platform

88/100

Weight 10%

robots.txt Status: Found (https://citeify.ai/robots.txt → 200 OK) Hosting: Vercel

Low Most news articles re-report industry news

Info Immediate Actions

Info robots.txt Recommendation

AI Platform Readiness

Each platform selects sources differently, so each gets its own readiness score. Bing Copilot is scored for readiness only; it is not live-measured.

Platform	Score	Status
Google AI Overviews	70/100	Good
ChatGPT Web Search	62/100	Moderate
Perplexity AI	60/100	Moderate
Google Gemini	66/100	Moderate
Bing Copilot	64/100	Moderate

AI Crawler Access

A crawler that cannot read your site cannot cite it.

Crawler	Platform	Status	Recommendation
GPTBot	OpenAI	Allowed	Keep allowed
OAI-SearchBot	OpenAI	Allowed	Keep allowed
ChatGPT-User	OpenAI	Allowed	Keep allowed
ClaudeBot	Anthropic	Allowed	Keep allowed
Claude-SearchBot	Anthropic	Allowed	Keep allowed
Claude-User	Anthropic	Allowed	Keep allowed
PerplexityBot	Perplexity	Allowed	Keep allowed
Perplexity-User	Perplexity	Allowed	Keep allowed
Googlebot	Google	Allowed	Keep allowed
Google-Extended	Google	Allowed	Keep allowed
Bingbot	Microsoft	Allowed	Keep allowed
DuckAssistBot	DuckDuckGo	Allowed	Keep allowed
MistralAI-User	Mistral	Allowed	Keep allowed
Applebot-Extended	Apple	Allowed	Apple Intelligence training opt-out (Applebot proper does the crawling)
Amazonbot	Amazon	Allowed	Alexa+ answers
Claude-Web / anthropic-ai	—	Allowed	Review
Bytespider	ByteDance	Blocked	Aggressive; documented ignoring robots.txt; minimal Western answer-surface benefit

ACT 4

The fix

Every finding with a concrete change, ordered by priority, then the 30-day plan.

Start by rewriting the pricing feature-list cards, the weakest content block at 37/100, because it is the page most likely to be read and quoted when a buyer asks about cost and plans. Next, tackle the brand name collision, which is the highest-impact issue for visibility: engines cannot reliably separate Citeify from its namesakes, so it is rarely named at all. Then broaden the entity footprint by linking the organisation to more external profiles, which gives engines the corroboration they need to trust and name the brand. Together these changes address why the brand is absent from the answers in the first place.

Key Findings

High **No independent sources talk about Citeify yet** Overview

AI engines choose which brands to recommend largely from what other sites say: comparison articles, Reddit and community threads, review sites such as G2 and Capterra, Product Hunt and trade press. We found no independent coverage of citeify.ai. Citeify's own published audit (5 August 2026) recorded zero citations across 120 AI answers, and the methodology page still shows a self-score of 40/100. Until third parties mention the brand, engines have nothing outside the site to back a recommendation with. To fix this: Launch on Product Hunt. Create G2 and Capterra listings. Take part in relevant Reddit and Indie Hackers discussions as the founder.

High **No customer proof on the site** Overview

The site has no named customers, case studies, testimonials or reviews. The only full report shown is for a fictional coffee roaster (/example). The methodology page says 12 customer and prospect sites have been measured, but none appears as a story. AI engines, and buyers, give more weight to a tool when they can see results for real businesses. To fix this: Publish two or three case studies, with the customer's permission. Show the before and after scores and what changed. Add short attributed testimonials. Mark up genuine reviews once they exist.

High **Weak content block: Pricing feature-list cards (Free / £99 / Starter / Growth / Pro) (37/100)** Citability

Current form (representative fragment): > ...Sentiment locked Tone score out of 100 locked, unlocked on any plan, or bought once What they praise, and what they mark you down on locked, unlocked on any plan, or bought once Their exact words, quoted locked, unlocked on any plan, or bought once...

High **The brand name collides with several competitors** Brand

"Citeify" is one or two letters away from Citefy (citefy.ai), Citify (citify.io), Cite AI (citehq.ai) and Citability (citability.dev), and all of them sell AI-citation tools. In our test, a search summary gave Citify.io's euro pricing, "300% in 2 months" testimonial and feature list as Citeify's. The FAQ answer "Is Citeify the same as Citefy?" and the "not connected with Citefy" line in the schema and llms.txt are good steps. But they only name one of the lookalikes, and they only work once an engine has already reached your site. To fix this: Always use a consistent, distinctive descriptor wherever the brand appears, such as "Citeify by WHP Creative" or "Citeify, the measured GEO audit".

High **Citeify's own entity links to only one external profile** Schema

The Organization schema links to three external records. Two belong to the parent company, WHP Creative: its Companies House record and its Wikidata item. Only one belongs to Citeify itself: its Wikidata item (Q141672953). The founder's LinkedIn is linked from the Person markup but does not count towards the business. A thin set of links makes it harder for engines to tell Citeify apart from the lookalike brands. Create these profiles and add them to the Organization `sameAs` and the Wikidata item, so each one confirms the same identity: a Citeify LinkedIn company page a Crunchbase profile Product Hunt, G2 and Capterra listings

Medium **The founder's biography is thin for an expertise-led product** Overview

James Eltherington is named, linked to LinkedIn and credited as author and methodology maintainer, which is good practice. However, the About page bio is one paragraph. It gives no years in the industry, notable past work, talks or credentials, and he is the only named person behind every article and the methodology. For a product whose whole pitch is trustworthy measurement, a fuller bio helps engines and buyers judge the source. To fix this: Expand the bio with experience, WHP Creative's track record and any relevant speaking or published work. Add a dedicated author page linked from each article byline.

Medium **No comparison or "alternatives" pages** Overview

Buyers looking at AI-visibility tools ask questions like "Citeify vs Profound", "best AI visibility tracker for small businesses" or "cheapest GEO audit tool in the UK". The site does not answer any of these, so AI engines answer them from competitors' and affiliates' pages. Publish fair, factual comparison pages and a "how to choose an AI visibility tool" guide. Base them on what Citeify measures differently: repeat sampling, a published methodology and no projected ROI.

Medium **Weak content block: Hero section (H1) (46/100)** Citability

Current opening: > Is AI recommending your business? Cite if y asks ChatGPT, Perplexity, Gemini, Google AI Overviews, Grok and Claude the questions your buyers ask, then shows whether they name you, cite you and who they recommend instead.

Medium **Weak content block: Fix-options block ("Hand over the list" / "Let a coding assistant do it" / "Buy it done") (62/100)** Citability

Current opening (for "Buy it done"): > Fixes picked from your own findings, done by us, reviewed by you before anything goes live.

Medium **No Content-Security-Policy header** Technical

The site sends strict-transport-security, x-content-type-options, x-frame-options, referrer-policy and permissions-policy headers, but no Content-Security-Policy. This header limits which scripts and resources a page may load, and it is the one standard browser-security header still missing. Add a CSP, starting in report-only mode, that lists the script, style and analytics sources the site actually uses. Tighten it once the reports are clean.

Medium **The FAQ page has no main heading (H1)** Technical

/faq starts with an H2 ("Common questions.") and has no H1. Every other page reviewed has exactly one. The H1 tells crawlers and AI engines what a page is about. Add one, for example "Citeify FAQ: AI visibility measurement, GEO and pricing", above the question list.

Low **Most news articles re-report industry news** Platform

Of the 14 news articles in the sitemap, the strongest are original: "We scored our own GEO audit 41/100", "Why AI visibility scores wobble" and "Does llms.txt actually matter?". Most of the rest summarise Google and ChatGPT announcements that many other sites also cover. Engines cite the first or best source for an announcement, rarely a summary of it. Shift the mix towards original findings drawn from Citeify's own measurement data, such as how often each engine cites UK small businesses or how much answers vary between runs. Refresh the benchmark figures on a fixed schedule.

Info **Immediate Actions** Platform

None required for crawler access — configuration is already at effectively maximum AI visibility. Two small polish items, neither blocking:

Info **robots.txt Recommendation** Platform

Current file already matches the "Maximum AI Visibility" pattern. Optional tightened version:

Info **Additional Technical Findings** Platform

Meta Robots Tags: None found on the homepage (`<meta name="robots">`, `noai`, `noimageai`, or bot-specific tags all absent) — no page-level override of the open robots.txt stance. X-Robots-Tag Headers: None present on the homepage response (checked via `curl -I`). Only `server: Vercel` observed. JavaScript Rendering: Homepage content (pricing tables, example-report widgets, copy) is present in the raw HTML returned to a plain `curl` request — i.e. server-rendered/static, not a client-side-only shell. AI crawlers (which generally don't execute JS) can read the real content. llms.txt: Present at `/llms.txt` (200 OK, 4.3 KB) and high quality — states what Citeify does, pricing, a clear "when to use / when not to use" section, a full page list with one-line descriptions, and legal links. One of the stronger llms.txt implementations seen; no changes needed.

Prioritized Action Plan

The findings above, sequenced over 30 days.

Work the findings in priority order: high-severity items in week one, medium in weeks two and three, low in week four. Re-run the audit after each batch to see the verdicts move.

Appendix: Methodology

This audit was conducted on 14 October 2026 for citeify.ai under methodology v2026.10.3, question set v2. Readiness is computed from measured, deterministic signals across six categories weighted AI Citability 25%, Brand Authority 20%, Content Quality 20%, Technical Foundations 15%, Structured Data 10% and Platform Optimization 10%. AI visibility is measured by putting buyer-intent questions to ChatGPT, Perplexity, Gemini, Google AI Overviews, Grok and Claude and recording whether the site is cited, mentioned or absent. The full method and a public changelog are at citeify.ai/methodology.

Glossary

GEO	Generative Engine Optimisation: making a site the source AI answer engines cite.
Readiness	How well the site is built to be cited: structure, schema, crawlability, content quality.
AI visibility	How often the site actually appears in live AI answers to buyer questions.
Cited	The engine linked the site's own page as a source for its answer.
Seen	The brand was named in the answer without a link to the site.
Share of voice	The brand's mentions as a share of all brand and competitor mentions.
Citability	How easily an engine can lift a passage as a quotable answer.

Pages we crawled

Readiness scores and the “your page” column are based on these pages.

Page	Title	Words
https://citeify.ai/	Citeify: AI visibility checker, tracking GEO audits	4035
https://citeify.ai/faq	FAQ — Citeify	1470
https://citeify.ai/about	About — Citeify	296
https://citeify.ai/contact	Contact — Citeify	282
https://citeify.ai/news	GEO AI Search News — Citeify	848
https://citeify.ai/login	Citeify: AI visibility checker, tracking GEO audits	42
https://citeify.ai/check	Free AI visibility checker: does ChatGPT recommend you?	122
https://citeify.ai/buy	Plans: from £39/mo, one domain	139
https://citeify.ai/sentiment	Brand sentiment in AI answers · Citeify	1157
https://citeify.ai/methodology	Audit Methodology — Citeify	3733
https://citeify.ai/example	Example report — Citeify	828
https://citeify.ai/legal/privacy	Privacy Policy — Citeify	692

Prepared by Citeify. Scores describe the site as measured on the analysis date; AI answers vary and no ranking or citation is guaranteed.