

What Gemini, Claude,
or ChatGPT
Knows and Says about
You



EPIC²⁵



What AI Knows About You

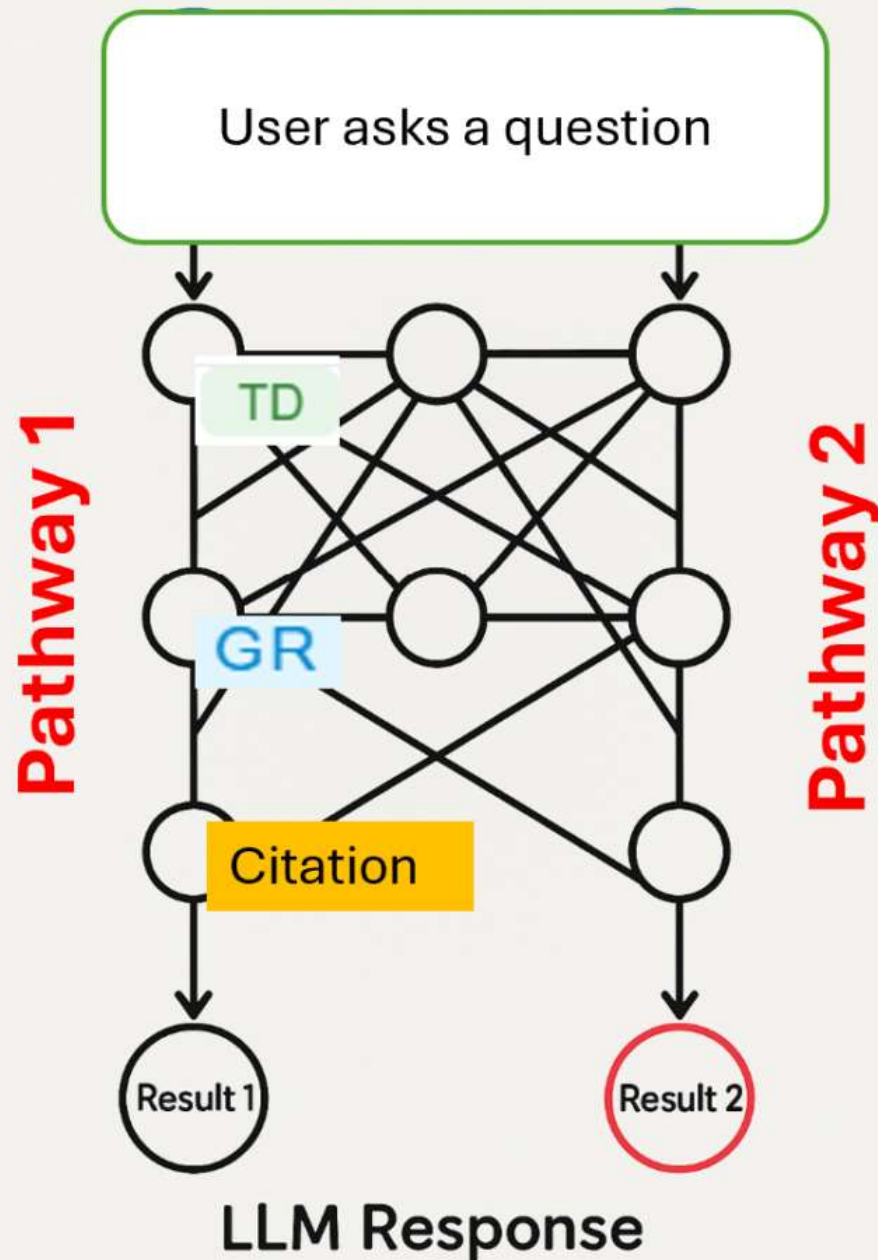
And more importantly, what you can do
about it



Why Traditional SEO Approaches Are Inadequate for LLMs

- The Goal is no longer about traffic
- Importance of Context
- Joined Up Knowledge Structuring

RAG LLM



Influencing Knowledge for Optimized AI Performance

- Enhancing AI Accuracy
- Structuring your information
- Spotting the Narratives
- Interrupting the Neural Pathways

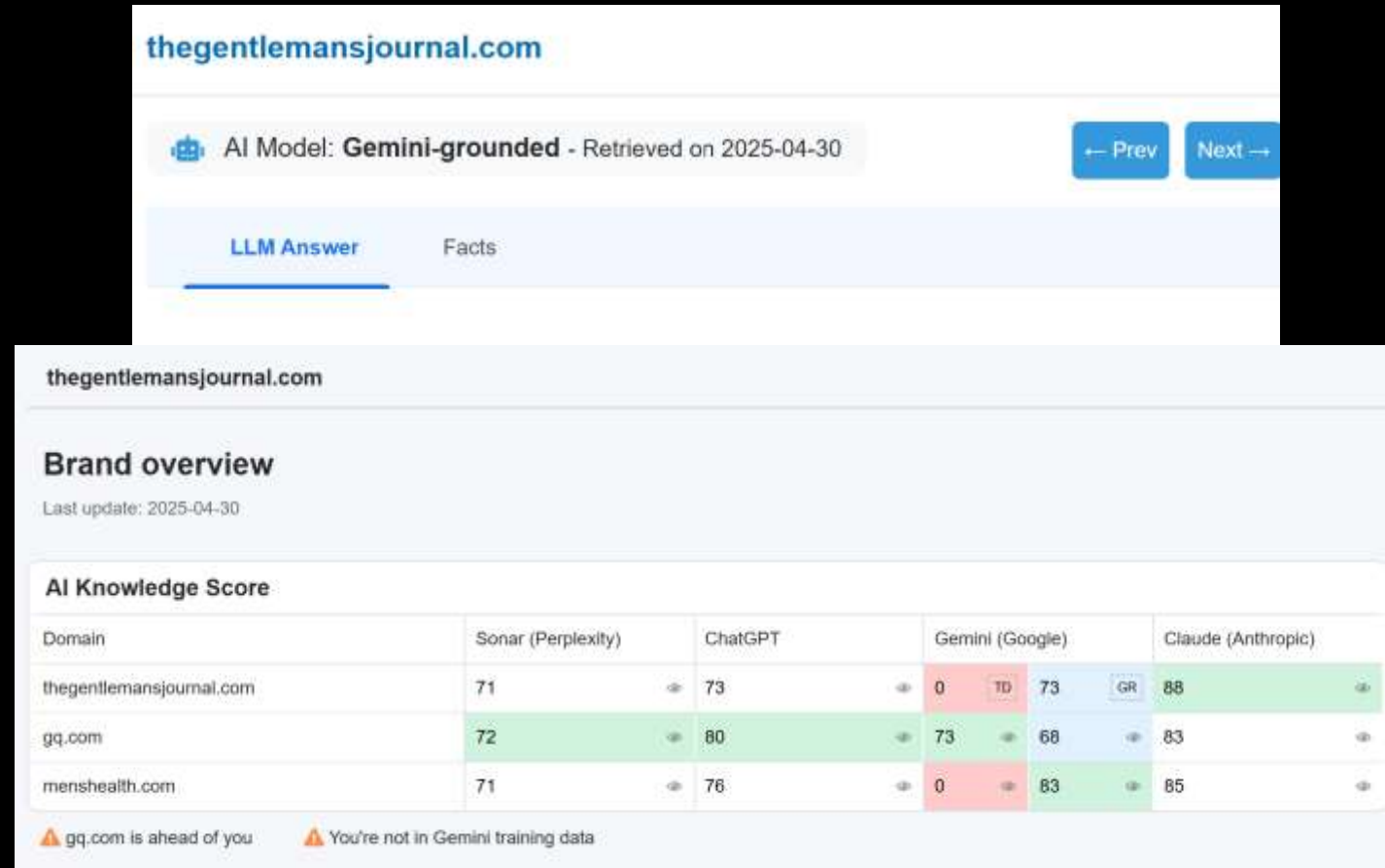


What AI Knows About You(r Company)

Current State of AI Awareness About Your Company

Just ask. But How?

- Evertune: Run queries 6000 times
- Ziptie: Focus on Citation counts
- Waikay: Delta between Topic Maps and competitors



hennessey.com

AI Model: ChatGPT - Retrieved on 2025-05-03

← PrevNext →

LLM Answer

Facts

As of the most recent available information, the domain hennessey.com is associated with Hennessey Performance Engineering (HPE), a U.S.-based automotive tuning company. The company specializes in high-performance modifications of sports and muscle cars from brands such as Ford, Chevrolet, Dodge, Jeep, and luxury models like McLaren and Lamborghini.

Key facts about Hennessey and its website, hennessey.com:

1. Company Overview:

Hennessey Performance Engineering was founded by John Hennessey in 1991. It is headquartered in Sealy, Texas, with its main operations located at a facility west of Houston. The company started with modifications to import cars and quickly expanded into American performance vehicles.

2. Website Capabilities (hennessey.com):

The official website serves as the digital hub for Hennessey's offerings. Key features include:

- Listings of vehicles available for tuning, including performance upgrade packages.
- Proprietary hypercar information (e.g. Venom F5).
- Video content showcasing dyno tests, road tests, and drag races.
- Information on their Texas facility and shop tour opportunities.
- Performance data, pricing, and ordering information for custom builds.

Latest Score

48 / 100

Average Score

48 / 100

Score History

2025-05-03	48
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Close

Facts Gleaned From AI Knowledge

Brand overview

47 FACTS 1 CHECKED 11 FLAGGED 0 2025-05-03

Main Topics

website 16 Performance 11 Hennessy 9 vehicles 9

high-performance 6 brand 4 information 4 tuning 4

Studios 4 custom 3 facility 3 services 3

Facts by LLM model

Gemini (GR / TD) 11 8

Claude 9

Chatgpt 10

Sonar 8

Reviewed Facts

12 / 47

gemini-grounded

Hennessy .com is the official website for Hennessy Cognac

gemini-grounded

The site provides information about visiting the Hennessy distillery in Cognac, France

claude

Hennessey.com is the official website of Hennessey Performance Engineering (HPE)

claude

HPE is an American car manufacturer and tuning company based in Sealy, Texas

claude

The company was founded by John Hennessey in 1991

gemini

Hennessey has gained significant recognition in the automotive industry , particularly in high-performance and tuning communities

chatgpt

Hennessey.com is associated with Hennessey Performance Engineering (HPE), a U.S.-based automotive tuning company

chatgpt

Hennessey Performance Engineering was founded by John Hennessey in 1991 and is headquartered in Sealy, Texas

Examples of Fake Facts abound...

- “Inlinks is a Rank Checker”
- “Moz Local ceased as a product offering in 2023”.
- “Hennessey.com is an AutoTuning site”



Job number 1:

- Check the facts of What AI knows about you and Fix them
- Check periodically, because there is a whole new wave of Negative SEO coming...







Where AI Is Getting That Knowledge

Links found in competitors' reports		
https://about.proquest.com/en/products-services/GQ-Archive	200	NEW
https://bing.com	301	NEW
https://duckduckgo.com	200	NEW
https://en.wikipedia.org/wiki/men's_health	301	NEW
https://google.com	301	NEW
https://menshealthnetwork.org	200	NEW

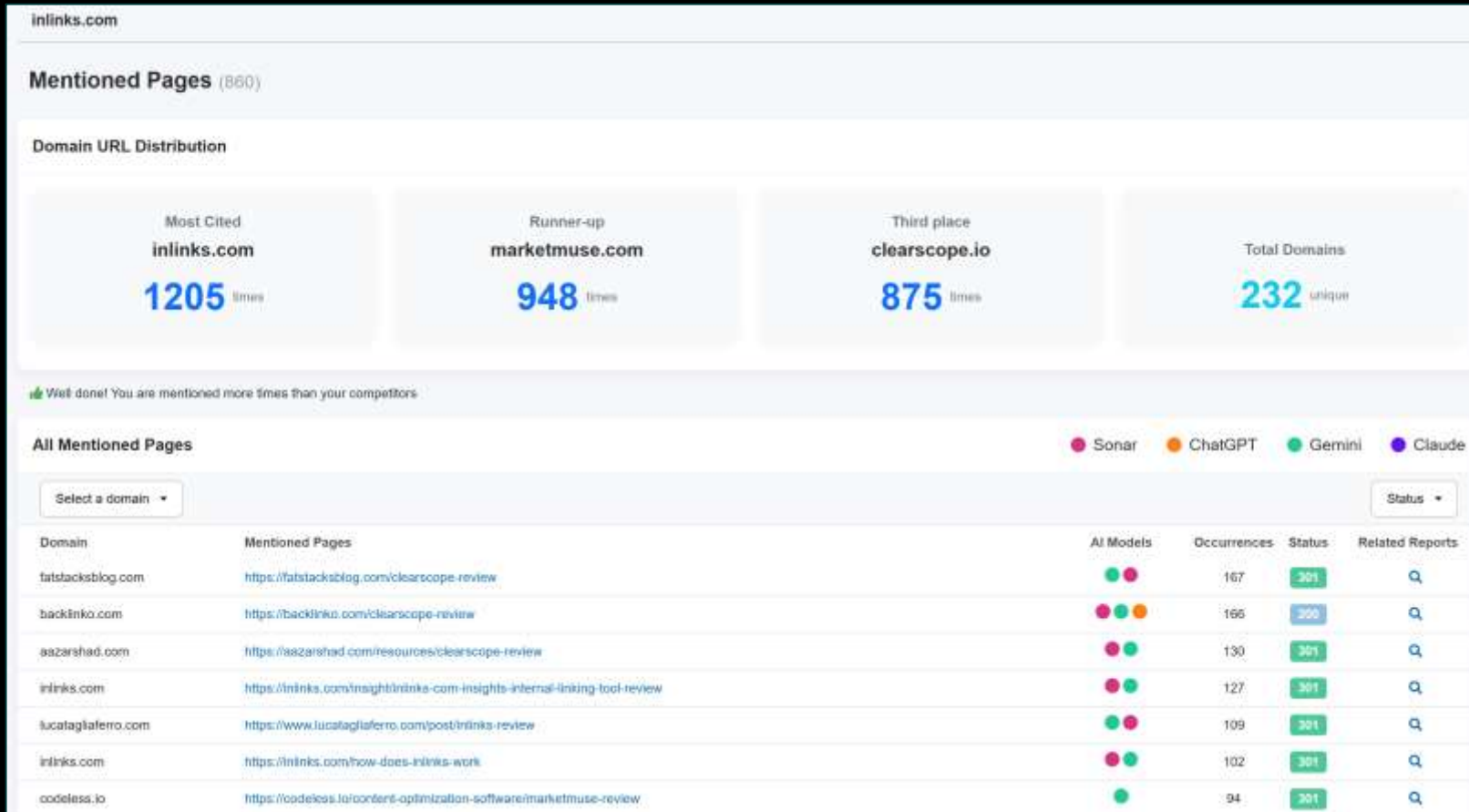
Links found in your reports		
https://askpot.com/directory/thegentlemansjournal.com	200	NEW
https://www.thegentlemansjournal.com/in-the-office	200	NEW
https://www.thegentlemansjournal.com/latest	200	
https://www.thegentlemansjournal.com/privacy-policy	200	NEW
https://www.youtube.com/user/thegentlemansjournal	200	NEW
https://www.owler.com/company/thegentlemansjournal	200	
👍 Your links are ok. No action required		

Looking at your competition as well as yourself gives you new and better citation opportunities.

This gets MUCH better at a Topic Level

Links found in competitors' reports		
https://blog.crobox.com/article/athletic-footwear-market	 200	<div>NEW</div>
https://btlj.org/2024/03/when-less-is-more-the-curious-case-of-quiet-luxury	 301	<div>NEW</div>
https://media-studies.com/gq-magazine	 301	<div>NEW</div>
https://triallawyernation.com/tag/trial-lawyer-nation/page/9	 301	<div>NEW</div>
https://www.hodinkee.com/articles/are-there-too-few-rolex-or-too-many-millionaires	 200	<div>NEW</div>
https://www.ipsos.com/en-us/knowledge/new-services/the-new-luxury-consumer-innovation-incl...	 200	<div>NEW</div>

Citations in competitor output for a topic report (Gentlemen’s Journal in the context of Men’s Health)

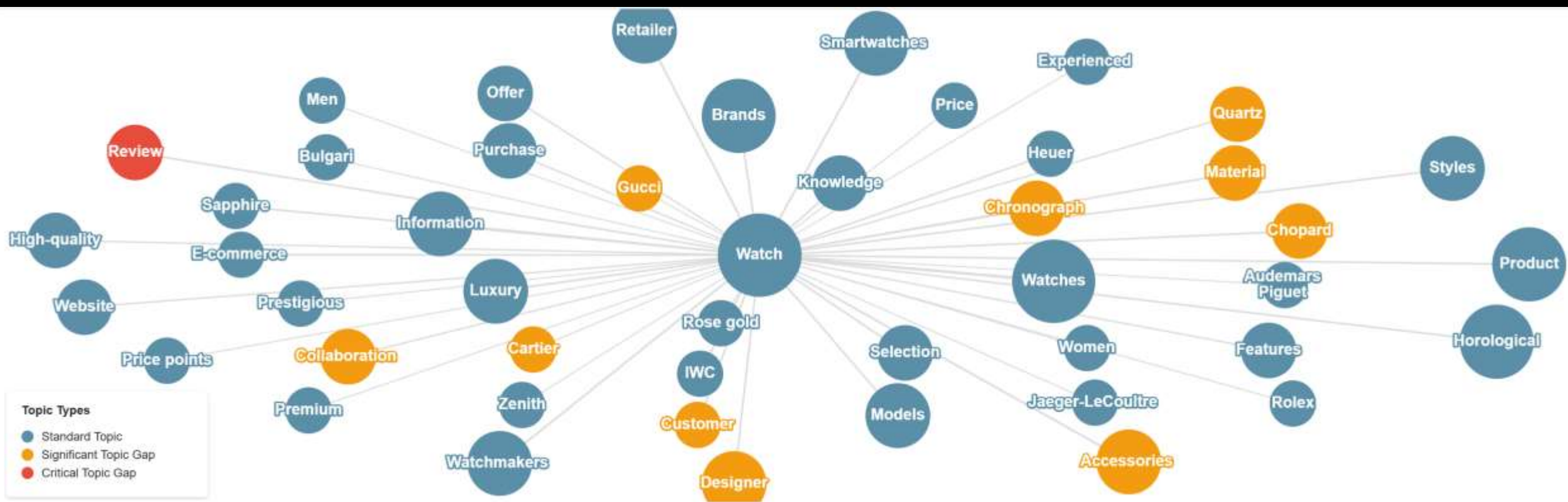


And gets
EVEN better
as you start
repeating and
rinsing...


Citations in competitor output for a
topic report vs just looking up your
own data


Opportunities to Improve AI Knowledge

Topic Reports Show stronger gaps and different relationships to brands (Harrods: Context – “Watches”)




Topic Reports Show stronger gaps and different relationships to brands


 **Strengths**

 **Harrods.com**

- Strong luxury watch brand positioning with dedicated fine watches department pages
- Exclusive watch offerings like the Tudor Black Bay Harrods Exclusive
- Multiple regional versions of watch pages (UK, US, etc.)
- Integration of watches into the broader luxury department store experience
- Content about watches in editorial stories section (Watches and Wonders)

 **mytheresa.com**

- Dedicated certified pre-owned watches section
- Material-specific watch filtering (stainless steel, textile strap)
- Integration of watches within designer collections (e.g., Gucci watches)
- Clear categorization of watches across women's jewelry sections

 **selfridges.com**

- Well-structured gender-specific luxury watch categories
- Clear separation between luxury watches and regular watches
- Multiple regional versions with consistent watch categorization
- Strong organization of watch accessories alongside watches

Topic Reports Show stronger gaps and different relationships to brands

Filter by:

All


Strengths


Content Gaps


Recommendations

Implementation

LLM Citations

 Recommendations



 New Content Creation

Pre-owned Luxury Watches

Content Type: product pages

Create a dedicated pre-owned luxury watches section with authentication information, condition ratings, and special offerings

High Priority

Watch Material Guide

Content Type: blog posts

Develop comprehensive guides about different watch materials (stainless steel, gold variants, titanium) and their properties

Medium Priority

Topic Reports Show stronger gaps and different relationships to brands

Content Enhancement

Watch Reviews

High Priority

Existing Content: Fine Watches Department pages

Implement a verified customer review system for watches, highlighting authentic experiences with luxury timepieces

Rose Gold Watches

Medium Priority

Existing Content: Fine Watches collections

Create dedicated filtering and highlight sections for rose gold watches across all watch collections

Topic Reports Show stronger gaps and different relationships to brands

Structural Improvements

Watch categorization by material

High Priority

Implement filtering and navigation options that allow customers to browse watches by material type

Watch accessories integration

Medium Priority

Create a dedicated watch accessories section connected to the Fine Watches department

Topic Reports Show stronger gaps and different relationships to brands

Harrods.com

Watch

Content Gap Analysis Last update: 2025-04-10 [Export to PNG](#) [← Back to main report](#)

Filter by: All Strengths Content Gaps Recommendations **Implementation** LLM Citations

📅 Recommended Next Steps

Step 1

- Implement verified customer review system for Fine Watches section
- Create dedicated pre-owned luxury watches section

Step 2

- Develop watch material categorization and filtering system
- Create dedicated rose gold watches highlight section

Step 3

- Develop comprehensive watch material guides for the blog/stories section
- Launch watch accessories section with complementary products

Topic Reports Show stronger gaps and different relationships to brands

Harrods.com

Watch

Content Gap Analysis Last update: 2025-04-10

Export to PNG

← Back to main report

Filter by: All Strengths Content Gaps Recommendations Implementation LLM Citations

LLM Mentions

allreviews.ca

<https://allreviews.ca/online-shopping/selfridges-co-reviews>

thejewelleryeditor.com

<https://www.thejewelleryeditor.com/shop/city-guides/london/selfridges>



Conclusion

Understanding AI Knowledge

It's crucial for businesses to comprehend what AI knows about them and its sources of information.

Improving AI Accuracy

Enhancing the accuracy of AI systems can significantly impact a company's fortunes as the world move from traditional search engines to LLM driven alternative

Leveraging AI for Advantage

By addressing knowledge gaps and interrupting AI trains of thought, companies can strategically leverage AI for competitive advantages in their industry.

