

SAMPLE: OUR OWN BUSINESS. We ran this AI Answer Check on Continuum, our own practice, to show exactly what a buyer receives. The questions, answers and numbers are real.

FREE PREVIEW

When your buyers ask AI, who does it recommend?

Continuum • uxcontinuum.com • measured 24 September 2026

None of the AI tools named Continuum in the answer to your buyers' questions. ChatGPT does read your site, linking it as a source on 2 of 5 questions, but it never says your name in the answer. When your buyers ask, the business AI names most is Toptal, in 8 of 15 answers.

The short version

We asked 5 questions your buyers ask, 1 time each on every AI tool. A question counts when the answer says your name.

CHATGPT

0 of 5 questions

where ChatGPT **names you in the answer** (0%)

Links your site as a source on 2 of 5 questions

PERPLEXITY

0 of 5 questions

where Perplexity **names you in the answer** (0%)

Links your site as a source on 1 of 5 questions

GEMINI

0 of 5 questions

where Gemini **names you in the answer** (0%)

Links your site as a source on 0 of 5 questions

For comparison, plain web search (Brave Search) shows your site in its top 10 results for 0 of 5 questions. Web search is not counted in the AI numbers above.

One real answer

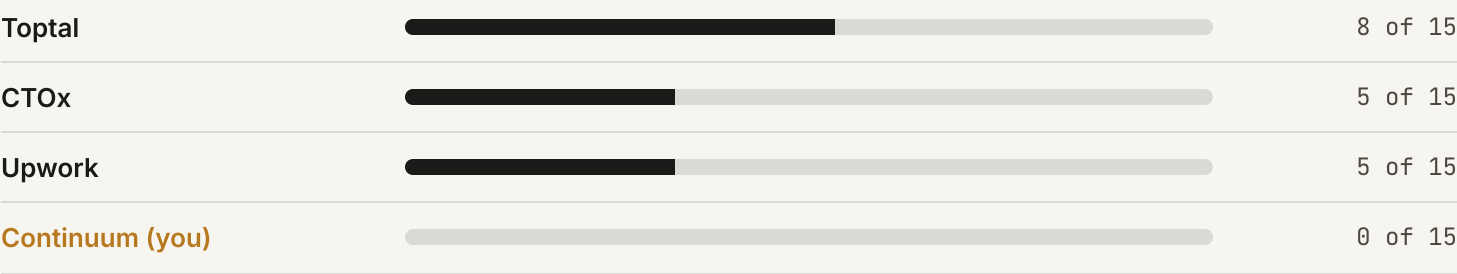
This is what Perplexity said when asked "who are the best fractional CTOs for small business owners".

"The strongest options in the results are Toptal for access to vetted senior CTO talent, Fractionus for fast matching and direct engagement, and KORE1 if you need a more hands-on fractional CTO to help build or restructure the technical team underneath..."

Perplexity • 24 September 2026

Who AI names instead

The businesses the AI answers recommend for your questions, and how many of the 15 answers name each one. The bar is the share of all answers.



How to read these numbers

- AI answers change from one run to the next and from day to day. This preview asked each question once, so treat it as a first look, not a verdict.
- This is one day's picture (24 September 2026). The AI companies update their models and what they read, so a re-run next month can differ.
- "Named in the answer" means the answer's own words say your business name. "Linked as a source" means your site is one of the links the answer shows, including the small source links some AI tools print inside the text. They are different facts and we never add them together.
- No one can promise what an AI tool will say. What can be measured is who it names today, and whether that changes after you act.
- The AI tools and versions were ChatGPT (gpt-4o), Gemini (gemini-2.5-flash), Perplexity (sonar). Each question was asked exactly as a buyer would type it, with no hint about your business.

Want the full picture?

The full AI Answer Check asks 12 to 15 of your buyers' questions, 3 times each, on ChatGPT, Perplexity and Gemini, shows every site AI reads, and ends with the three fixes worth the most. It is \$299, and the \$299 counts toward Get Users or a Deadline Sprint started within 30 days.