

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.

YOUR SCORECARD

What ChatGPT, Perplexity and Gemini say when your buyers ask

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 4 of 15 questions, but it never says your name in the answer. When your buyers ask, the business AI names most is Toptal, in 31 of 135 answers.

The headline

We asked 15 questions your buyers ask, 3 times each on every AI tool. A question counts when most of its runs say your name in the answer. Being linked as a source is shown underneath. It is a different fact.

CHATGPT

0 of 15 questions
where ChatGPT **names you in the answer** (0%)

Links your site as a source on 4 of 15 questions

PERPLEXITY

0 of 15 questions
where Perplexity **names you in the answer** (0%)

Links your site as a source on 4 of 15 questions

GEMINI

0 of 15 questions
where Gemini **names you in the answer** (0%)

Links your site as a source on 3 of 15 questions

For comparison, plain web search (Brave Search) shows your site in its top 10 results for 5 of 15 questions. Web search is not counted in the AI numbers above.

The three fixes worth the most

Picked from the pages AI actually reads for your questions, ranked by how often they show up in answers that leave you out. Start with number one.

1 Publish a better answer on your own site, titled "how do I choose a fractional CTO"

AI answers this question from Go Fractional's own page. That page belongs to a competitor, so there is no getting listed on it. A page on your site titled with the question, answered plainly with your real prices and process, gives AI a better source to read, and one that names you.

Of the 9 AI answers to this question, 6 link Go Fractional's page and leave you out. Continuum is named in 0 of the 9. [COMPETITOR PAGE: GOFRACTIONAL.COM/BLOG/FRACTIONAL-CTO](https://www.gofractional.com/blog/fractional-cto)

2 Publish a better answer on your own site, titled "how much does a fractional CTO cost per month"

AI answers this question from Fractionus' own page. That page belongs to a competitor, so there is no getting listed on it. A page on your site titled with the question, answered plainly with your real prices and process, gives AI a better source to read, and one that names you.

Of the 9 AI answers to this question, 5 link Fractionus' page and leave you out. Continuum is named in 1 of the 9. [COMPETITOR PAGE: FRACTIONUS.COM/BLOG/FRACTIONAL-CTO-WHAT-THEY-DO-WHEN-YOU-NEED-ONE](https://www.fractionus.com/blog/fractional-cto-what-they-do-when-you-need-one)

3 Publish a page that answers "best fractional CTO for a non-technical founder"

Buyers ask this and AI answers it without you. A page on your site titled with the question, answered plainly with your real prices and process, gives AI something of yours to read and link.

Continuum is named in 0 of 9 AI answers to this question, while Toptal is named in 3.

What happens next

We walk through this together on a 20-minute call: which fix to do first, and whether you do it yourself or we do it. The \$299 you paid counts in full toward Get Users or a Deadline Sprint if you start within 30 days.

Who AI names instead

The businesses the AI answers recommend for your questions, and how many of the 135 answers name each one. The bar is the share of all answers.



Question by question

Each cell shows how many runs named you in the answer, and how many linked your site as a source.

Named most runs say your name Linked most runs link your site Not named fewer than half do			
BUYER QUESTION	CHATGPT	PERPLEXITY	GEMINI
best fractional CTO for a non-technical founder	Not named	Not named	Not named
who can I hire as a part-time CTO for my startup	Not named	Not named	Not named
recommend a senior freelance engineer who can build my whole product	Not named	Not named	Not named
best alternative to hiring a dev agency for an early stage startup	Not named (1/3) Linked 3/3	Not named Linked 3/3	Not named
who are the best fractional CTOs for small business owners	Not named Linked 2/3	Not named	Not named
where do I find a trustworthy senior developer to take over my app	Not named	Not named	Not named

BUYER QUESTION	CHATGPT	PERPLEXITY	GEMINI
best technical partner for a founder who can't code	Not named (1/3)	Not named	Not named
fractional CTO vs dev agency which is better for a startup	Not named	Not named Linked 3/3	Not named
freelancer vs agency vs fractional CTO for building an MVP	Not named	Not named Linked 3/3	Not named Linked 3/3
how do I choose a fractional CTO	Not named	Not named	Not named
how much does a fractional CTO cost per month	Not named (1/3) Linked 3/3	Not named	Not named
what should I pay a senior freelance engineer to build an MVP	Not named	Not named	Not named Linked 3/3
fractional CTO retainer pricing for small companies	Not named	Not named Linked 3/3	Not named Linked 3/3
my developer disappeared and I can't access my own code what do I do	Not named	Not named	Not named
agency built my app and now nobody can maintain it	Not named Linked 2/3	Not named	Not named

Where AI gets its answers

The 135 AI answers carried 1,814 source links. These are the kinds of pages AI trusts in your market, and the sites it reads most.

KIND OF PAGE	IN ANSWERS	SITE	IN ANSWERS	NAMES YOU
"Best of" list articles	82 of 135	reddit.com	42	0
Directories and marketplaces	73 of 135	uxcontinuum.com YOURS	34	3
Reddit threads	42 of 135	arc.dev	32	0
Your own site	34 of 135	fractionaljobs.io	25	0
Forums and Q&A sites	18 of 135	gofractional.com	25	0
Social media posts	16 of 135	fractionus.com	23	0
Documentation pages	6 of 135	hypernestlabs.com	21	0

KIND OF PAGE	IN ANSWERS	SITE	IN ANSWERS	NAMES YOU
Review sites	6 of 135	upwork.com	19	0
Reference sites	5 of 135			

How to read these numbers

- AI answers change from one run to the next and from day to day. That is why every question ran 3 times and we report what most runs said. One screenshot proves very little.
- 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. The fixes raise the odds, and a before-and-after re-run shows whether they did.
- 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.

Evidence

Every number above comes from one of these statements, and each statement points at the AI answers behind it (run, question, AI tool and run number). The full answers are kept on file and you can re-run any question yourself.

STATEMENT	BACKED BY
Measured on 24 September 2026 (UTC): 15 buyer questions, asked 3 times each on every AI tool, 135 completed AI answers	180 answers (ChatGPT 45, Perplexity 45, Gemini 45, Brave 45) across 15 questions, run 7d74
Scorecard sc-20260925T0027Z-paid-33ad for Continuum (uxcontinuum.com), data as of 2026-09-24T21:26:05.425Z	runs: r-20260924T2126Z-uxcontinuum-7d74
The 15 buyer questions asked: "best fractional CTO for a non-technical founder"; "who can I hire as a part-time CTO for my startup"; "recommend a senior freelance engineer who can build my whole product"; "best alternative to hiring a dev agency for an early stage startup"; "who are the best fractional CTOs for small business owners"; "where do I find a trustworthy senior developer to take over my app"; "best technical partner for a founder who can't code"; "fractional CTO vs dev agency which is better for a startup"; "freelancer vs agency vs fractional CTO for building an MVP"; "how do I choose a fractional CTO"; "how much does a fractional CTO cost per month"; "what should I pay a senior freelance engineer to build an MVP"; "fractional CTO retainer pricing for small companies"; "my developer disappeared and I can't access my own code what do I do"; "agency built my app and now nobody can maintain it"	180 answers (ChatGPT 45, Perplexity 45, Gemini 45, Brave 45) across 15 questions, run 7d74
AI tools and models used: ChatGPT (gpt-4o), Gemini (gemini-2.5-flash), Perplexity (sonar)	135 answers (ChatGPT 45, Perplexity 45, Gemini 45) across 15 questions, run 7d74
ChatGPT named Continuum in the answer for 0 of 15 questions (0%), counting a question when at least half of its completed runs name Continuum	45 answers (ChatGPT 45) across 15 questions, run 7d74
ChatGPT linked uxcontinuum.com as a source for 4 of 15 questions (27%), same majority rule	45 answers (ChatGPT 45) across 15 questions, run 7d74
ChatGPT named Continuum in 3 of 45 individual answers	45 answers (ChatGPT 45) across 15 questions, run 7d74
Perplexity named Continuum in the answer for 0 of 15 questions (0%), counting a question when at least half of its completed runs name Continuum	45 answers (Perplexity 45) across 15 questions, run 7d74
Perplexity linked uxcontinuum.com as a source for 4 of 15 questions (27%), same majority rule	45 answers (Perplexity 45) across 15 questions, run 7d74
Perplexity named Continuum in 0 of 45 individual answers	45 answers (Perplexity 45) across 15 questions, run 7d74
Gemini named Continuum in the answer for 0 of 15 questions (0%), counting a question when at least half of its completed runs name Continuum	45 answers (Gemini 45) across 15 questions, run 7d74
Gemini linked uxcontinuum.com as a source for 3 of 15 questions (20%), same majority rule	45 answers (Gemini 45) across 15 questions, run 7d74
Gemini named Continuum in 0 of 45 individual answers	45 answers (Gemini 45) across 15 questions, run 7d74

STATEMENT	BACKED BY
Brave Search (classic web search, top 10 results) listed uxcontinuum.com for 5 of 15 questions	45 answers (Brave 45) across 15 questions, run 7d74
Toptal is named in 31 of 135 AI answers (23%)	31 answers (ChatGPT 13, Perplexity 8, Gemini 10) across 6 questions, run 7d74
Upwork is named in 20 of 135 AI answers (15%)	20 answers (Perplexity 6, Gemini 8, ChatGPT 6) across 6 questions, run 7d74
Arc is named in 13 of 135 AI answers (10%)	13 answers (Perplexity 5, Gemini 6, ChatGPT 2) across 5 questions, run 7d74
Lemon.io is named in 12 of 135 AI answers (9%)	12 answers (ChatGPT 5, Perplexity 2, Gemini 5) across 2 questions, run 7d74
Fractional Jobs is named in 11 of 135 AI answers (8%)	11 answers (ChatGPT 6, Gemini 3, Perplexity 2) across 3 questions, run 7d74
CTOx is named in 9 of 135 AI answers (7%)	9 answers (ChatGPT 5, Gemini 4) across 3 questions, run 7d74
HyperNest Labs is named in 9 of 135 AI answers (7%)	9 answers (ChatGPT 8, Gemini 1) across 4 questions, run 7d74
Gun.io is named in 8 of 135 AI answers (6%)	8 answers (ChatGPT 5, Gemini 3) across 4 questions, run 7d74
Continuum is named in 3 of 135 AI answers (2%)	135 answers (ChatGPT 45, Perplexity 45, Gemini 45) across 15 questions, run 7d74
The 135 completed AI answers linked 1814 sources in total	135 answers (ChatGPT 45, Perplexity 45, Gemini 45) across 15 questions, run 7d74
"Best of" list articles: linked 350 times, in 82 of 135 AI answers	82 answers (ChatGPT 25, Perplexity 30, Gemini 27) across 13 questions, run 7d74
Directories and marketplaces: linked 228 times, in 73 of 135 AI answers	73 answers (ChatGPT 10, Perplexity 39, Gemini 24) across 14 questions, run 7d74
Reddit threads: linked 73 times, in 42 of 135 AI answers	42 answers (ChatGPT 17, Gemini 14, Perplexity 11) across 12 questions, run 7d74
Your own site: linked 39 times, in 34 of 135 AI answers	34 answers (Perplexity 12, ChatGPT 12, Gemini 10) across 10 questions, run 7d74
Forums and Q&A sites: linked 31 times, in 18 of 135 AI answers	18 answers (Perplexity 9, Gemini 9) across 6 questions, run 7d74
Social media posts: linked 28 times, in 16 of 135 AI answers	16 answers (Perplexity 15, Gemini 1) across 6 questions, run 7d74

STATEMENT	BACKED BY
Documentation pages: linked 19 times, in 6 of 135 AI answers	6 answers (ChatGPT 1, Gemini 2, Perplexity 3) across 3 questions, run 7d74
Review sites: linked 6 times, in 6 of 135 AI answers	6 answers (Perplexity 3, ChatGPT 2, Gemini 1) across 3 questions, run 7d74
Reference sites: linked 5 times, in 5 of 135 AI answers	5 answers (ChatGPT 5) across 3 questions, run 7d74
Code sites: linked 7 times, in 4 of 135 AI answers	4 answers (Perplexity 3, Gemini 1) across 1 question, run 7d74
News and magazine articles: linked 4 times, in 4 of 135 AI answers	4 answers (Gemini 1, Perplexity 3) across 2 questions, run 7d74
Videos: linked 2 times, in 2 of 135 AI answers	2 answers (Gemini 2) across 1 question, run 7d74
Other websites: linked 1022 times, in 125 of 135 AI answers	125 answers (ChatGPT 39, Perplexity 45, Gemini 41) across 15 questions, run 7d74
reddit.com is linked in 42 of 135 AI answers; 0 of those answers name Continuum; 21 name a competitor and not Continuum	42 answers (ChatGPT 17, Gemini 14, Perplexity 11) across 12 questions, run 7d74
uxcontinuum.com is linked in 34 of 135 AI answers; 3 of those answers name Continuum; 9 name a competitor and not Continuum	34 answers (Perplexity 12, ChatGPT 12, Gemini 10) across 10 questions, run 7d74
arc.dev is linked in 32 of 135 AI answers; 0 of those answers name Continuum; 19 name a competitor and not Continuum	32 answers (Perplexity 24, Gemini 8) across 10 questions, run 7d74
fractionaljobs.io is linked in 25 of 135 AI answers; 0 of those answers name Continuum; 14 name a competitor and not Continuum	25 answers (ChatGPT 5, Perplexity 15, Gemini 5) across 6 questions, run 7d74
gofractional.com is linked in 25 of 135 AI answers; 0 of those answers name Continuum; 9 name a competitor and not Continuum	25 answers (Perplexity 12, Gemini 12, ChatGPT 1) across 6 questions, run 7d74
fractionus.com is linked in 23 of 135 AI answers; 0 of those answers name Continuum; 7 name a competitor and not Continuum	23 answers (Perplexity 15, Gemini 8) across 6 questions, run 7d74
hypernestlabs.com is linked in 21 of 135 AI answers; 0 of those answers name Continuum; 8 name a competitor and not Continuum	21 answers (ChatGPT 10, Gemini 8, Perplexity 3) across 8 questions, run 7d74
upwork.com is linked in 19 of 135 AI answers; 0 of those answers name Continuum; 16 name a competitor and not Continuum	19 answers (Perplexity 9, Gemini 6, ChatGPT 4) across 6 questions, run 7d74
"how do I choose a fractional CTO": of the 9 AI answers to it, 6 link Go Fractional's own page https://gofractional.com/blog/fractional-cto and do not name Continuum; Continuum is named in 0 of 9 AI answers to it	9 answers (Perplexity 3, ChatGPT 3, Gemini 3) across 1 question, run 7d74
"how much does a fractional CTO cost per month": of the 9 AI answers to it, 5 link Fractionus' own page https://fractionus.com/blog/fractional-cto-what-they-do-when-you-need-one and do not name Continuum; Continuum is named in 1 of 9 AI answers to it	9 answers (Perplexity 3, ChatGPT 3, Gemini 3) across 1 question, run 7d74

STATEMENT	BACKED BY
"best fractional CTO for a non-technical founder": Continuum is named in 0 of 9 AI answers and no page on uxcontinuum.com answers it; Toptal is named in 3 of them	9 answers (ChatGPT 3, Perplexity 3, Gemini 3) across 1 question, run 7d74
The AI Answer Check is \$299, and the full \$299 counts toward Get Users or a Deadline Sprint started within 30 days of delivery	source: Continuum offer terms, set 24 September 2026: \$299, a 20-minute walkthrough, the full \$299 credited to Get Users or a Deadline Sprint within 30 days
Every paid AI Answer Check includes a 20-minute walkthrough call with Matt	source: Continuum offer terms, set 24 September 2026: \$299, a 20-minute walkthrough, the full \$299 credited to Get Users or a Deadline Sprint within 30 days
The full AI Answer Check asks 12 to 15 buyer questions, 3 times each, on ChatGPT, Perplexity and Gemini	source: Continuum offer terms, set 24 September 2026: \$299, a 20-minute walkthrough, the full \$299 credited to Get Users or a Deadline Sprint within 30 days
AI answers change; a scorecard older than 7 days is re-run before it is sent	runs: r-20260924T2126Z-uxcontinuum-7d74
Plus one statement per question and AI tool behind each cell of the question table (45 statements), kept in the claims file with the same answer references.	
Prepared by Continuum, uxcontinuum.com. Reviewed by Matt Turley before sending.	
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