

Understanding How Claude Recommends B2B SaaS Vendors



An Obility AI Search Footprint Study

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The Why

The value in understanding how Claude recommends is immense. B2B buyers start with AI search now. **If Claude reads a vendors URL in its research, the vendor will be cited 85% of the time.** B2B marketers should dive deep into the when, the what, and the why Claude searches. Obility has coined it the AI Search Footprint.

Claude uses Brave Search to supplement its training data to research B2B SaaS vendors to make recommendations. Using AI Search Footprint data, B2B marketers can identify potential third-party sites to get cited and what type of content to create to appear in Claude's searches and recommendations.

- **When Claude searches, it often adds the year.** 37% of searches include the current year.
- **Claude initially builds a short list.** 47% of first searches look for “best” or “top” vendors.
- **Once a list is identified, Claude researches the shortlist vendors.** 34.5% of searches 3-10 involved a vendor name.
- **Mentioned isn't the same as picked.** A vendor was named in 43% of answers but was the sole recommendation in only 0.9%.
- **Some SaaS categories get more searches.** Cloud infrastructure averaged 7.7 searches per conversation. Legal AI averaged 3.9.
- **Claude adds industry requirements on its own.** Claude added FedRAMP to 20 of 21 public sector searches without the buyer mentioning it and HIPAA to a healthcare buyer 68% of the time.
- **Claude doesn't search for answers it believes are resolved.** It answered 22% of buyer questions from memory. “How do I” questions went unsearched 58% of the time, even when the buyer was clearly shopping.

- **Claude looks to analyst reports.** Claude searched for analyst reports in less than 5% of prompts, mostly enterprise ones. The reports are typically paywalled, so it reads vendor announcements about them instead.
- **Claude distrusts vendor listicles but still uses them.** 27% of follow-ups flagged vendor marketing or self-ranking, yet Claude kept using those lists to see which names recur.
- **Claude reads peer reviews.** 35% of answers that used search pulled at least one peer review page, led by G2, Gartner Peer Insights, and Capterra.
- **Claude cares about pricing.** 28% of follow-ups discussed pricing. When a vendor didn't publish pricing, Claude pulled numbers from competitors, comparison pages, and aggregators.
- **Claude reads a wide range of sites.** It reads more than 40 pages per prompt on average, and no single domain dominates.
- **If Claude reads vendor content, vendors are included.** When a brand's own pages appeared in Claude's research, Claude named that brand in 85% of its answers, compared with 21% when none appeared.
- **Visibility varies heavily by industry.** One brand was named in 100% of healthcare provider conversations and 0% of financial services conversations.

Methodology

Obility built 150 to 450 buyer questions for each SEO client, based on provided prompts and target industries, and ran them through Claude's API (Opus 5.5, medium effort) with Claude acting as a B2B software buyer. We logged every search in order, every URL reviewed, and every vendor named. Prompts included buyers in various industries such as API security, legal AI, analytics, cloud infrastructure, and market intelligence.

2,717

Buyer questions tested

14,000+

Search queries run

65,000+

Source URLs retrieved

21,000+

Unique domains read

Obility then asked Claude to explain why it searched the way it did, or in cases where it didn't search, why it was comfortable with its existing training data. Finally, we wanted to understand what content and URLs were read and included in Claude's decisions.

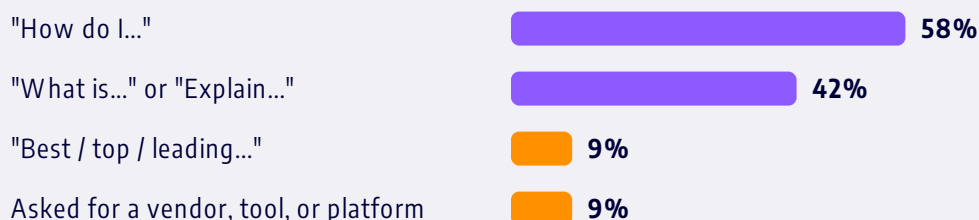


Claude Often Relies on Training Data

Claude answered 22% of our target prompts from training data. What type of question used in the prompt determined whether Claude searched for updated information. When Claude judged a question to be conceptual, such as how a technology works or how to approach a decision, it answered from memory. In its words: "When I know a topic well and it doesn't change much, searching mostly adds delay without making the answer more correct."

Those answers rarely name vendors. Answers given without a search named at least one vendor 33% of the time, compared with 80% for answers that included a search, and named about one vendor on average instead of more than five. In some cases, Claude left vendors out on purpose: "I kept time-sensitive details out on purpose. I didn't name software products, prices, market share or recent cases." For brands, the earliest questions buyers ask are the hardest place to earn a mention.

Share of prompts answered without searching, by how the buyer asked



WHAT MARKETERS CAN DO

- Top of funnel prompts are going to rely on training data. “How to” prompts will often not cite a vendor, and so “how to” guides train AI but don’t provide you credit.
- Pair every how-to or evaluation guide with a page that answers the vendor version of the question. “How to evaluate EDI vendors” is followed by a page like “EDI vendors for mid-market suppliers in 2026.”
- Get your buying criteria published by trade press and analysts. When Claude is asked where answers come from memory, third-party analysts are typically the answer.

Claude Adds the Year

It is well known in the SEO community that Claude appends the year when searching. In Obility’s study, 37% of its searches included the current year. Claude used 2025 mainly when it was looking for a particular study.

When asked about date usage, Claude responded it added “2026” “to push past stale listicles, which matters in a category where vendors ship constantly.”

WHAT MARKETERS CAN DO

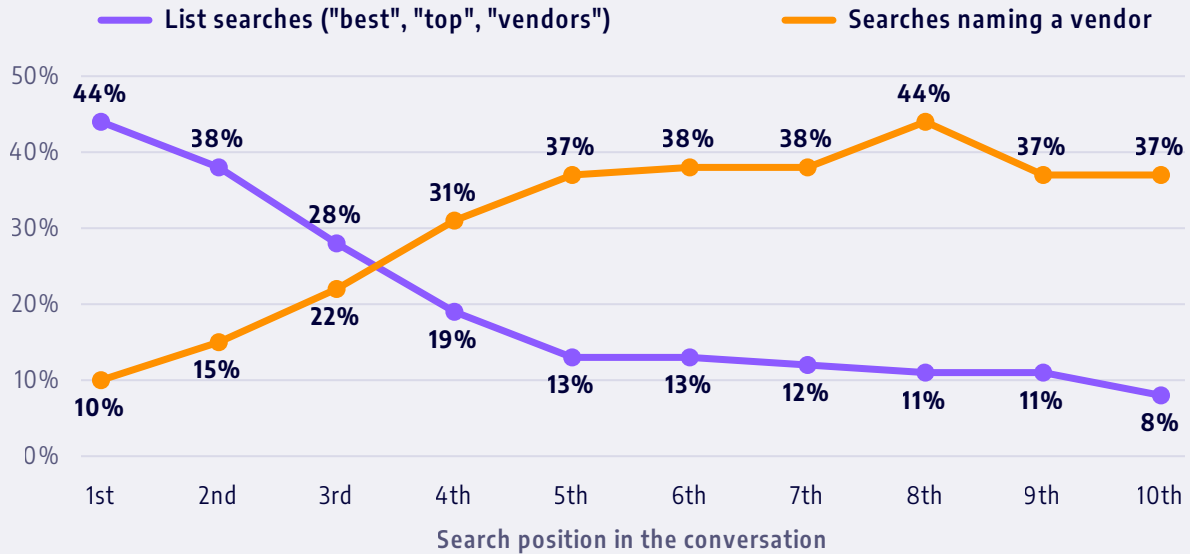
- Put the current year in the meta titles and H1s of your comparison pages. Update them every January. Avoid years in the URL.
- Show a visible “last updated” date on product, pricing, and comparison pages. Obility’s Brave search ranking factors study found no noticeable impact to Brave rankings from schema, so it’s important to include the date in the meta title and body copy and not just modified date schema markup.
- When you pitch third-party vendor comparison authors, reach out to this year’s edition or an annually updated list (be sure you are on next year’s list too).

Claude Builds a Shortlist

47% of first searches look for a list of vendors. A typical first query reads “best GRC platforms enterprise 2026 compliance automation.” Claude rarely knows what vendors to recommend out of the gate. Only 10% of first searches look up a single vendor. “Best” appeared five times as often as “top.”

By the eighth search, that flips. List searches drop to 14%, and single-vendor searches climb to 40%. Claude has built its list of vendors and now is getting details (pricing, what industries served best, specifications, etc.) about those vendors to best fit the needs of the prompt.

Share of searches at each position that looked for a vendor list vs. named a vendor (8,884 searches)



Claude told us why it works this way: “Queries phrased as ‘best X’ reliably surface roundup articles that name a dozen vendors at once, which is efficient for a first pass.” It also knows most of those vendor comparisons are written by vendors who rank themselves first. It reads them anyway.

Claude rarely recommends a final vendor, only 5 times over thousands of prompts, and so it’s incredibly important to appear in that shortlist because buyers are going to take that shortlist to Google and their peer groups and ultimately, reach out.

WHAT MARKETERS CAN DO

- Review third-party URLs Claude reviews in its prompts. Identify opportunities to be included.
- Publish your own category comparison page (including year). Be fair to competitors and clear about who you’re the best fit for and where you are not a good fit.
- Keep your G2 and other directory profiles complete. They show up in list results.

Claude Then Researches Vendors One by One

70% of conversations that opened with a list went on to search vendors by name. Claude named three vendors in its searches in a typical conversation.

For example, the buyer asked: “top data visualization tools for finance teams.” Claude searched:

CLAUDE'S SEARCHES, IN ORDER (VENDOR NAMES HIGHLIGHTED)

1. best data visualization tools for finance teams 2026
2. financial reporting BI tools comparison **Power BI Tableau** finance
3. FP&A dashboard visualization software 2026
4. **Power BI vs Tableau** financial reporting compliance finance teams
5. **Sigma Computing** financial dashboard spreadsheet interface finance
6. **Looker Studio Qlik Sense Domo** finance dashboards pricing 2026
7. **Datarails Vena Cube** FP&A Excel-native reporting finance teams 2026

These searches decide the answer. In every industry Obility tested, brands Claude searched by name were named in 86% to 100% of answers. Brands it never searched by name were named in 7% to 52%. Being on the shortlist is essential.

Claude also adds late-stage buyer questions comparing vendors. It added “vs” or “alternatives” to 13% of its searches and pricing to 9%, without the buyer asking. Claude is looking for differentiation to share with the buyer.

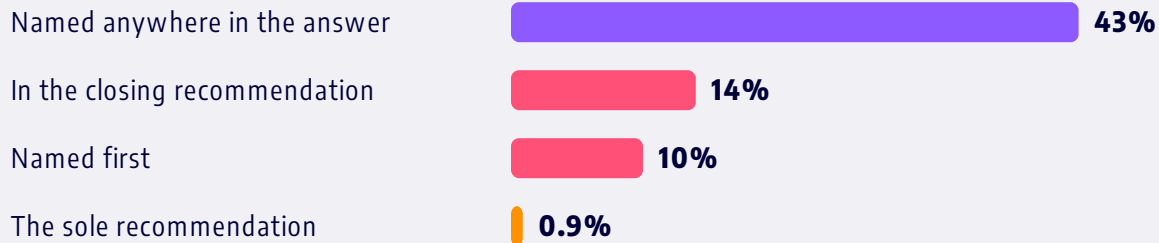
WHAT MARKETERS CAN DO

- Build comparison and alternatives pages that name the leaders in your category, like “Tableau alternatives for finance teams.” They come up when Claude researches the big names.
- Put pricing on your site in plain text. Pricing structure and a starting tier is enough. Make sure it is consistent with other listings you control such as G2.
- Answer the follow-up questions in FAQs on your product pages: integrations, deployment options, limits, etc.

Mentioned Isn't the Same as Picked

AI visibility tools count whether a vendor appears in an answer. Appearing is not the same as being recommended. Claude named the studied vendor in 40% to 57% of answers, depending on the client, but named it first in only 5% to 14%.

Share of Claude's answers naming the studied vendor, by placement



Pooled together, a vendor was named somewhere in 43% of answers, included in the closing recommendation in 14%, named first in 10%, and made the sole recommendation in less than 1%. Visibility tracking alone would count all 43% as a win and miss how rarely Claude actually recommends the vendor.

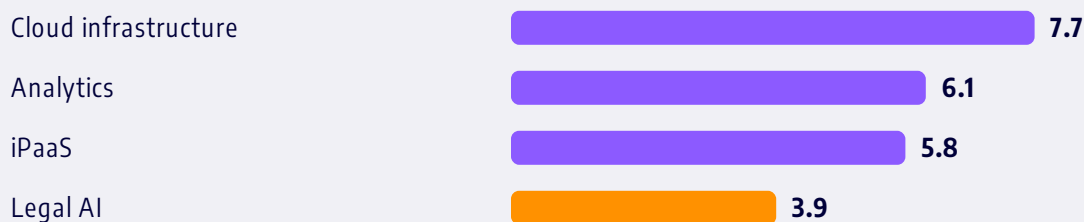
WHAT MARKETERS CAN DO

- Score where you appear in each answer, not just whether you appear: named first, in the closing recommendation, or as the only pick.
- Compare your recommendation rate with competitors who are named about as often as you are. The gap shows where Claude finds a reason to prefer them.
- Give Claude reasons to recommend you: clear fit by industry and company size, published pricing, and customer proof it can cite.

Claude Searches a Lot

Obility initially put an arbitrary cap of five searches per query to save on usage. Claude hit that limit on almost every prompt. We quickly raised the cap to 12, and Claude searched multiple times in every industry. Under identical settings, Claude ran 7.7 searches per conversation for cloud infrastructure, 6.1 for analytics, and 5.8 for iPaaS. Cloud infrastructure conversations hit the 12-search limit 11% of the time.

Average searches per conversation, by category



WHAT MARKETERS CAN DO

- Understanding how Claude searches in your industry is important, as it varies by industry and solution.
- In a heavily searched category, build pages for each use case, integration, industry, and competitor comparison, so the follow-up searches have somewhere to land.
- In a lightly searched category, put your effort into that first list search and the vendor comparisons it returns.

Claude Adds Industry Requirements

When a buyer mentioned their industry, Claude often added that industry's standards and systems to its searches on its own.

For a public sector buyer shopping for cloud infrastructure, Claude added FedRAMP, GovCloud, or StateRAMP in 20 of 21 conversations. For healthcare buyers, it added HIPAA or BAA in 15 of 22. For government contractors shopping for compliance software, CMMC or NIST 800-171 on 11 of 16.

Buyer	Terms Claude added	Conversations
Public sector, cloud infrastructure	FedRAMP, GovCloud, or StateRAMP	20 of 21
Healthcare	HIPAA or BAA	15 of 22
Government contractor, compliance software	CMMC or NIST 800-171	11 of 16

It goes deep. An automotive supplier asked for help with compliance software, and two of Claude's searches were "compliance automation platform on-premise OT assets ISO 27001 IEC 62443" and "TISAX compliance automation platform automotive suppliers."

For the "Best archival storage providers for financial recordkeeping requirements" prompt, Claude went to the regulation before the vendors. Its first five searches were:

CLAUDE'S FIRST FIVE SEARCHES, IN ORDER

1. WORM compliant cloud storage financial records retention
2. best email archiving vendors FINRA compliance 2026
3. SEC Rule 17a-4 compliant archival storage providers 2026
4. SEC 17a-4(f) audit trail alternative amendment 2022 electronic recordkeeping
5. Azure immutable blob storage SEC 17a-4 FINRA Cohasset

If your industry page never mentions those terms, it has little chance of matching the search.

WHAT MARKETERS CAN DO

- For each industry you sell into, list the standards, certifications, and systems those buyers care about. Use the same words on the matching industry page.
- State certifications in plain text on product pages. A badge image in the footer won't match a search.
- Name the systems those buyers already run, like Epic, SAP, or NetSuite, on your integration and industry pages.

Claude Looks to Analyst Assessments

Claude knows of analyst reports from its training data and searches for them, but rarely: less than 5% of prompts, mostly enterprise ones. These searches cluster in categories with an established Magic Quadrant. Analyst names appeared in 9.3% of iPaaS searches and 9.0% of analytics searches. For example, for the prompt “How do I choose an iPaaS vendor for a company with over 500 employees?”, its first search was “Gartner Magic Quadrant iPaaS 2026 leaders.”

In multiple other industries, Claude never searched for an analyst report. Claude's training data dictates when it looks for a specific analyst report.

When Claude looks for a report, it wants the current edition, since placements change every year and its training data may be out of date. 91% of analyst searches included a year. The reports themselves are typically paywalled, so Claude rarely reads them. It reads vendor announcements about them instead. For a demand planning prompt, Claude said its Gartner Leader claims “came from Blue Yonder’s blog, Kinaxis’s blog, Oracle’s newsroom, and OMP’s press page,” with each vendor announcing its own placement. Vendor press releases acted as a sign they did well in the Magic Quadrant. It noted the gap that creates: “Companies announce Leader placements loudly and say nothing about landing in Challengers or Niche Players. Vendors who placed poorly don’t issue press releases.”

ThoughtSpot Named a Leader in the 2026 Gartner® Magic Quadrant™ for Analytics and BI Platforms

Recognition Acknowledges ThoughtSpot's Vision for Agentic Analytics, Trusted AI, and Enterprise Intelligence at Scale

Mountain View, California – July 1, 2026 – ThoughtSpot, the Agentic Analytics Platform company, today announced that Gartner, Inc. has positioned the company in the Leaders Quadrant of the 2026 Gartner® Magic Quadrant™ for Analytics and BI Platforms.

A complimentary copy of the report can be found [here](#).

A vendor press release announcing its Magic Quadrant placement, the kind of page Claude reads in place of the paywalled report

Claude read analyst insights in press releases but read peer reviews on the analyst sites. The URL data shows where the analyst searches land. Most of Claude's visits to gartner.com were Gartner Peer Insights review pages: 460 retrievals, compared with 196 for research documents. Vendor pages about Gartner were read often too. Informatica's Gartner recognition page appeared in dozens of conversations, and its press release about its Leader placement in another 24.

WHAT MARKETERS CAN DO

- Publish an ungated page for every analyst placement, with the report name, edition year, and your placement in the title and H1. That page is often the only version of the report Claude can read.
- Write a press release about every analyst report inclusion, regardless of quadrant. Claude reads those announcements in place of the report.
- Give the full context on that page: the category, the evaluation criteria, and the other vendors named. Claude is looking for the whole market view, and a page that provides it is more useful than a "we're a Leader" announcement.
- Keep Gartner Peer Insights and G2 profiles complete and current, since analyst searches surface them.

Claude Distrusts Vendor Listicles But Still Uses Them

Don't worry about feeling spammy, vendor lists absolutely work. The primary goal is to get in the shortlist, and the best way to get in is to have a shortlist you create reviewed by Claude. Claude recognizes it's self-serving, but often it's the best resource it can find.

27% of follow-ups flagged vendor marketing, vendor blogs, or self-ranking as a source problem. For example, an EDI prompt, Claude noted that its "best EDI providers 2026" results were "published by Cleo, Orderful, and Data Interchange, all of whom are competitors in that market."

Claude still used those lists.

On why Claude still uses the lists: "I expected it to return mostly SEO listicles, and it did, but those are still useful for surfacing which names recur across independent lists."

The numbers back that up. 88% of answers that used search pulled a "best of," "top," or "vs" list. One in five pages Claude retrieved was a list or comparison page, and 45% of answers that used search pulled a list written by a vendor in the category.

WHAT MARKETERS CAN DO

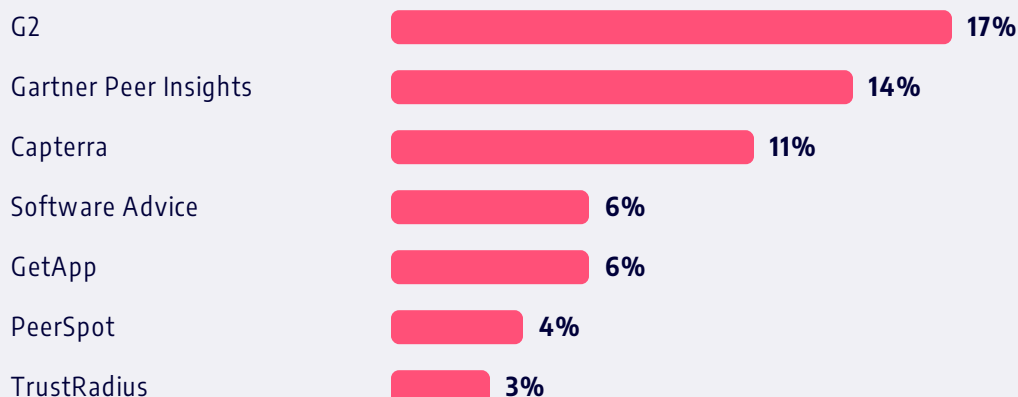
- Keep publishing listicles. Include “top” or “best” and the year in each listicle title and header tags.
- Invest in being named in the first, broad searches of your category. Claude’s later searches mostly check vendors it already has in mind.
- Write roundups and comparison pages that are fair to competitors and explain your methodology. Claude notices self-ranking and discounts it.
- Make page titles, meta descriptions, and opening paragraphs state who you serve and what you do, since Claude may never read past them.

Claude Reads Peer Reviews

35% of answers that used search pulled at least one peer review page. Claude reads these pages closely and tends to take reviews at face value.

Review pages came up mainly in three situations: vendor comparisons (“X vs Y”), searches for top vendors, and prompts that asked for reviews or clarification on a vendor.

Share of answers pulling each review site



WHAT MARKETERS CAN DO

- Make sure your brand appears on the top peer review sites, starting with G2, Gartner Peer Insights, and Capterra.
- Get listed on the review sites for your industry, not just the general software directories.
- Keep review profiles current with pricing, integrations, and industries served, since Claude takes what it reads there at face value.

Claude Cares About Pricing (A Lot)

28% of follow-ups discussed pricing. When a vendor didn't publish pricing, Claude pulled numbers from competitors, comparison pages, and aggregators.

Pricing comes up once the shortlist is set. 12% of all searches included pricing or cost terms, rising to 16% by the fifth search, and 28% of conversations ran at least one pricing search. Demand varied by category. Pricing terms appeared in 42% of searches about compliance certification and 25% of searches about EDI, but almost never in API security.

Few of the pricing pages Claude read came from the vendors themselves. 17% of conversations read a page with pricing in the URL, and the most common sources were pricing aggregators such as VendorBenchmark, PricingNow, ITQlick, and Software Pricing Guide, followed by G2 and TrustRadius. Claude knew the gap was there. In an EDI conversation, it explained that vendors in the category “famously don't publish list prices, so anything I stated from memory would have been a plausible-sounding guess dressed up as market data.”

Published pricing also shaped how vendors compared. Reviewing its own answer, Claude noted that “the vendor with self-published pricing looked best and the vendor with public complaint channels looked worst, and that ordering partly reflects where each company's information lives rather than which one would actually serve you better.”

WHAT MARKETERS CAN DO

- Publish your own pricing structure so competitors aren't the source Claude cites.
- Encourage customer reviews on G2 and Gartner Peer Insights, and support practitioner discussion of your product in communities your buyers use.

Claude Reads a Wide Range of Sites

Claude reads more than 40 pages per prompt on average. The sources are widely scattered. The 20 most common domains accounted for just 11% of retrievals. No single site controls what Claude sees. The most common domains were Wikipedia, Gartner, Business Wire, arXiv, PR Newswire, LinkedIn, Medium, and G2. Grouped by type, these sources appeared in the following share of conversations:

Share of conversations that read each source type



Vendor sites, vendor blogs, and trade media make up the rest, and most of the volume. Page format matters as much as source type. 87% of conversations read at least one “best” or “top” page, 60% read a comparison page, 34% read an “alternatives” page, and 84% read a page with 2026 in the URL.

Industry publications carry weight in categories where software review sites don’t reach. For example, in packaging, Claude read trade rankings such as Packaging Strategies’ top 100 food and beverage packaging companies of 2026, directory lists from Thomasnet, and revenue rankings from Bullfincher.

WHAT PR TEAMS CAN DO

- Build a target list from the third-party URLs Claude reads for your category’s prompts.
- Prioritize lists that are updated every year, such as annual trade rankings, since 84% of conversations read a page with the current year in the URL.
- Claim and complete profiles on G2, Capterra, Gartner Peer Insights, and industry directories like Thomasnet. Review and directory sites appeared in 28% of conversations.
- Keep your Wikipedia entry accurate and current. Wikipedia was the single most common domain, read in 26% of conversations.
- Publish executive and company content on LinkedIn and Medium, which together appeared in 40% of conversations.

Claude Reads LinkedIn

LinkedIn was the sixth most common domain in Claude’s research, read in 16% of conversations (140 of 898). Only Wikipedia, Gartner, Business Wire, arXiv, and PR Newswire appeared in more. Claude read three kinds of LinkedIn pages. Company pages made up 57% of LinkedIn retrievals, regular posts 24%, and LinkedIn articles 15%. Posts appeared in more conversations than articles did.

The most-read LinkedIn pages looked like the content Claude searches for everywhere else. ProcureDesk's LinkedIn article on the best purchasing software for biotech companies was read in 10 procurement conversations: an industry list, published on LinkedIn instead of the vendor's own blog. Embeddable's article on what embedded analytics really costs answered Claude's pricing searches. Employee posts announcing a vendor's Gartner Magic Quadrant placement showed up when Claude looked for analyst rankings.

Reliance on LinkedIn varied by category. 37% of packaging conversations read a LinkedIn page, compared with 9% in iPaaS.

“

Social media, mostly LinkedIn but also Reddit, must become a core part of your B2B organic search visibility strategy. While right now Articles are influencing search outcomes the most, normal Posts are quickly becoming indexed and cited by LLMs. So, SEO and Social teams must finally talk to each other.

Alex Boyd, Co-founder, DemandBird.com

WHAT MARKETERS CAN DO

- Keep your LinkedIn company page complete, with what you sell, who you serve, industries, and certifications in plain text. Company pages were most of what Claude read on LinkedIn.
- Publish lists, comparisons, and pricing explainers as LinkedIn articles, using the same “best” and current-year formats that work on your own site.
- Have executives and employees post about analyst placements, customer wins, and product news. Posts appeared in more conversations than articles.
- Give your SEO and social teams the same list of buyer searches to write against.

Match What Claude Searches

When a brand's own pages appeared in Claude's research, Claude named that brand in 85% of its answers. When none of the brand's pages appeared, that fell to 21%.

Some companies show up in Claude's research again and again because their pages answer the searches Claude runs. These were among the most-read pages in each category:

Category	Page	Conversations
Packaging	TricorBraun homepage	23%
API security	Zuplo: best API security tools 2026	18%
Procurement	ProcureDesk: best procurement software	17%
Procurement	Ramp: top procurement automation software	16%
iPaaS	Exalate: iPaaS solutions	15%
iPaaS	ONEiO: iPaaS solutions and vendors compared	15%
API security	Palo Alto Networks Cyberpedia: agentic AI security solutions	14%
Procurement	Pecoro: Zip competitors and alternatives	12%
iPaaS	AppSeConnect: top 10 iPaaS platforms of 2026	12%
Analytics	Omni: best embedded analytics tools 2026	8%
Analytics	Querio: Gartner Magic Quadrant analytics recap	8%

Most of these are “best” lists or comparison pages, and several carry the current year. Many come from companies that are not category leaders. They earned a place in Claude’s research by publishing the page Claude was looking for.

WHAT MARKETERS CAN DO

- Match the formats Claude searches for: a dated “best” list for your category, an industry version of that list, comparisons of the category leaders, and an ungated recap of each analyst report.
- Put the current year in the title of every list and comparison page, and update it annually.
- Show your methodology. Explain how vendors were chosen and compared, and be honest about where competitors fit better.
- Keep these pages ungated and easy to read, since Claude often works from the title, snippet, and opening paragraph.

Visibility Varies Heavily by Industry

A brand’s overall visibility can hide large swings by buyer industry. In the same category and under the same settings, one brand can be a default pick for one industry and absent for another.

Share of Claude's answers naming the brand, by the buyer's industry

Brand	Strongest industry	Weakest industry
Security certification provider	Healthcare providers and payers: 100%	Financial services: 0%
EDI and supply chain network	Distributors and wholesalers: 89%	Manufacturers: 56%
Analytics platform	Technology and software: 48%	Supply chain: 12%
Cloud infrastructure provider	Telecommunications: 36%	Public sector: 0%
Packaging distributor	Industrial, chemical, and transport: 18%	Five of eight segments: 0%

When a brand drops out, Claude fills the gap with whoever fits that industry's requirements. For public sector buyers, AWS and Azure appeared in every answer about cloud infrastructure, as Claude added FedRAMP and GovCloud to its searches.

Cloud infrastructure: share of Claude's answers naming each provider, by buyer industry

	Studied brand	AWS	Azure	Google Cloud	Oracle Cloud	Cloudflare	OVHcloud	Hetzner
Telecommunications (n=22)	36%	68%	73%	55%	41%	18%	45%	27%
Manufacturing & Energy (n=21)	24%	71%	81%	67%	29%	0%	24%	29%
Media & Entertainment (n=21)	19%	86%	71%	71%	10%	67%	33%	33%
Retail (n=21)	10%	95%	76%	62%	10%	43%	5%	5%
Healthcare & Life Sciences (n=22)	9%	95%	100%	91%	41%	5%	0%	0%
Financial Services (n=22)	5%	95%	82%	86%	14%	18%	23%	14%
Public Sector (n=21)	0%	100%	100%	71%	43%	14%	29%	14%

The studied brand's name is withheld. Darker cells mean the provider was named in more answers.

Buyers outside healthcare who asked about security certification were pointed to SOC 2 and ISO 27001 instead, and in manufacturing both appeared in every answer. In analytics, healthcare and supply chain buyers were steered toward industry systems such as Epic, Health Catalyst, Kinaxis, and Blue Yonder.

In industries where a brand has pages that use the buyer's terms, appears on industry lists, and shows industry customers, Claude finds it. Where it doesn't, Claude recommends someone else.

WHAT MARKETERS CAN DO

- Measure AI visibility by industry, not just overall. An overall average can hide an industry where you never appear.
- For each weak industry, look at which vendors Claude named instead and which terms it added to its searches. That shows what Claude believes the industry needs.
- Build industry pages and industry comparison pages that use those terms, and pursue placement on the lists Claude reads for that industry.
- Publish customer stories with the industry in the title, so Claude finds proof when it researches that vertical.

Conclusion

Tracking AI visibility is important, but it's just a measuring tool. AI visibility tools are not prescriptive. It's like looking at search rankings. It's helpful, but you need to dig down into why you are visible or invisible for your buyer's prompts. By looking at the AI Search Footprint (when Claude searches, what Claude searches, and why), you are much more likely to understand how to appear in Claude's responses.

Want us to review your AI Search Footprint and provide a report on searches, URLs, and content recommendations?

Let's talk.

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