

AI SEARCH REPORT · FREE SCAN · BASELINE

AI answered **25** buyer questions about your category. You appeared in **5**.

Hommey shows up in 4 of 5 AI engines, but you're completely missing from ChatGPT and absent from critical product comparison queries like 'premium linen sheets vs cotton comparison' and 'Oeko-Tex certified bedding brands' where competitors like Pact and Percale are winning. Right now, when AI engines answer questions about your products, they're pulling from third-party editorial and blog content 60% of the time rather than your own website. To fix this, you need to target those specific comparison and certification queries with authoritative content that AI engines will recognize as coming directly from Hommey.

SEE

FIND

CREATE

KEEP

← REPEAT

YOU ARE HERE

ONE MEASUREMENT · ONE POINT IN TIME

WHAT AI SAYS TODAY · 5 QUESTIONS × 5 ENGINES

BUYER QUESTION	CHATGPT STARTER	PERPLEXITY PRO	CLAUDE MAX	GEMINI PRO	GROK MAX
① best organic cotton bedding Australia 2026					
② sustainable robes ethical production					
③ premium linen sheets vs cotton comparison					
④ eco-friendly towels Australia alternatives					
⑤ Oeko-Tex certified bedding brands					

NAMED IN THE ANSWER SITE CITED, BRAND NOT NAMED ABSENT PLAN TAG = LOWEST PLAN THAT TRACKS THIS ENGINE

4 / 5

ENGINES THAT KNOW YOU EXIST

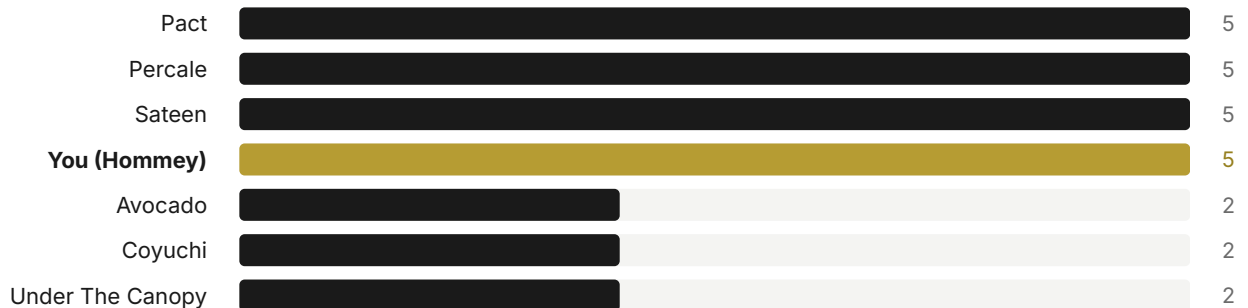
3 / 5

BUYER QUESTIONS WHERE YOU'RE ABSENT EVERYWHERE

5 vs your 5

PACT'S APPEARANCES VS YOURS

WHO SHOWS UP INSTEAD



5 named · 0 site-cited only

Most tools stop here. *We keep going.*

NEXT · WHAT CLOSSES THESE GAPS
THEN · WHAT KEEPS THEM CLOSED

THE PLAN · CYCLE 1

4 assets, 16 of your 20 misses.

SEE
FIND
CREATE
KEEP
← REPEAT

FIND THE SOURCES · CREATE THE CONTENT
NOTHING PUBLISHES WITHOUT YOUR APPROVAL

FIND · WHERE AI SEARCH ENGINES PULL THEIR ANSWERS FROM

REDDIT
3

r/ethicalfashion — h7aqbc
1 engine · 1 query
r/Bedding — 142hpb9
1 engine · 1 query
r/Bedding — 1jkvrwg
1 engine · 1 query

YOUTUBE
0

No sources of this type were captured.

ARTICLES
3

www.thegoodtrade.com/features/best-sustainable-organic-cotton-bedding/
3 engines · 2 queries
www.brittislist.com.au/homewares/sustainable-sheets-and-bedding/
2 engines · 2 queries
www.homebeautiful.com.au/shopping/best-quality-sheets-australia/
4 engines · 1 query

CREATE · ONE CHAIN PER GAP, FROM SOURCE TO NEXT CHECK

Fact-checked and scored before it reaches you.
Article claims are checked against their cited sources and flagged when they cannot be confirmed. Articles are scored for AI search readiness. Nothing publishes without your approval.

SOURCE-BY-SOURCE FACT CHECK · AI SEARCH SCORE

Search match
Headings
Named-entity coverage
Freshness
FAQ
Internal links

3
Linen vs Cotton Reddit Authority
"premium linen sheets vs cotton comparison"
HIGHEST

THE GAP Absent on 5 of five engines. No named answer or site citation on this question.	SOURCE AI PULLS FROM r/Bedding thread 1 r/Bedding thread 2 Cited for this question. Titles in source map.	ASSET WE CREATE Reddit comments on linen vs cotton bedding covering durability, maintenance, and ethical production. PRO PLAN & ABOVE	SEEDED INTO Post authentic, helpful comments on both r/Bedding threads linking to relevant Hommey products. REDDIT · PRO & ABOVE	NEXT CHECK 5 dots targeted Competes with Pact · Percale. DAILY QUERY CHECKS
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1
Organic Cotton Bedding Guide for ChatGPT
"best organic cotton bedding Australia 2026"
HIGHEST

THE GAP Absent on 1 of five engines. See the baseline grid for the remaining results.	SOURCE AI PULLS FROM thegoodtrade.com homebeautiful.com.au Cited for this question. Titles in source map. + 1 more in the source map	ASSET WE CREATE Organic cotton bedding guide covering certifications, durability, and Australian availability. STARTER PLAN & ABOVE	SEEDED INTO Publish on gethommey.com.au; outreach to The Good Trade and Home Beautiful for inclusion. OUTREACH · MAX & ABOVE	NEXT CHECK 1 dots targeted Competes with Pact. DAILY QUERY CHECKS
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2
Ethical Sustainable Robes Strategy
"sustainable robes ethical production"
HIGH

THE GAP Absent on 5 of five engines. No named answer or site citation on this question.	SOURCE AI PULLS FROM r/ethicalfashion thread 1 Cited for this question. Titles in source map.	ASSET WE CREATE Article and Reddit comment on sustainable robe materials, ethical production, and brand transparency. STARTER PLAN & ABOVE	SEEDED INTO Publish guide on gethommey.com.au; contribute authentic comment to r/ethicalfashion thread. REDDIT · PRO & ABOVE	NEXT CHECK 5 dots targeted DAILY QUERY CHECKS
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5
Oeko-Tex Certification Content Asset
"Oeko-Tex certified bedding brands"
HIGH

THE GAP Absent on 5 of five engines. No named answer or site citation on this question.	SOURCE AI PULLS FROM thegoodtrade.com Cited for this question. Titles in source map.	ASSET WE CREATE Oeko-Tex certification explainer with Hommey product examples and testing processes. STARTER PLAN & ABOVE	SEEDED INTO Publish certification guide on gethommey.com.au; pitch to The Good Trade for feature consideration. OUTREACH · MAX & ABOVE	NEXT CHECK 5 dots targeted Competes with Pact · Coyuchi. DAILY QUERY CHECKS
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KEEP · THE LOOP CLOSSES

Same grid. 16 of your 20 misses, targeted.

The baseline grid again. Nothing has changed yet, and we won't pretend otherwise. Every ringed dot is targeted by a numbered chain in the plan. Future checks replace the rings with real results.

Not targeted this cycle: #4. No action was selected for this question; the baseline results remain unchanged.

SEE
FIND
CREATE
KEEP
← REPEAT

RECHECKED, THEN IT STARTS AGAIN
DAILY MONITORING · PLAN-BASED CYCLES

BUYER QUESTION	CHATGPT	PERPLEXITY	CLAUDE	GEMINI	GROK
1 best organic cotton bedding Australia 2026					
2 sustainable robes ethical production					
3 premium linen sheets vs cotton comparison					
4 eco-friendly towels Australia alternatives					
5 Oeko-Tex certified bedding brands					

TARGETED BY THIS PLAN
 ALREADY NAMED
 CITED, NOT NAMED
 NOT TARGETED THIS CYCLE

25 ANSWERS CHECKED	5 YOU APPEARED IN	20 MISSES	16 TARGETED BY CYCLE 1 4 NOT TARGETED THIS CYCLE
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DAILY QUERY MONITORING · CAMPAIGN CYCLES BY PLAN

Starter 1 engine · 50 queries · 8 articles/mo CAMPAIGN CYCLE: 7 DAYS MIN.	Pro 3 engines · 150 queries · 20 articles/mo CAMPAIGN CYCLE: 4 DAYS MIN.	Max 5 engines · 300 queries · 40 articles/mo CAMPAIGN CYCLE: 2 DAYS MIN.
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"Those guys were coming up in ChatGPT, and we just weren't ... now we actually show up too."

PHOEBE · INSURANCE AGENCY, MELBOURNE

Start your first cycle.

- 1 Start your plan at loudmink.ai/pricing.
- 2 Review chain #3 first: Linen vs Cotton Reddit Authority. You approve the work before it publishes.
- 3 Daily query checks measure results. Your plan sets the minimum campaign-cycle interval.

[Try Loudmink →](#)
[LOUDMINK.AI/PRICING](https://loudmink.ai/pricing)

28-DAY MONEY-BACK GUARANTEE
NOTHING PUBLISHES WITHOUT YOUR APPROVAL

Know someone else who should see their grid?

loudmink.ai/scan

FREE · NO CREDIT CARD
NO SALES CALL · DELIVERED BY EMAIL

What "targeted" means. A proposed asset aimed at an absent cell, not a promise about what an AI engine will do. No work is scheduled by this scan.

How queries are chosen. We test short buyer searches, focusing on questions where people are still deciding. Branded searches are excluded.

Engines. ChatGPT, Perplexity, Claude, Gemini and Grok receive the same question without personalisation, at a single point in time. Results change.

Scoring. Gold = brand named. Gold ring = site cited without the brand named. Rose = absent. Appearances and coverage include named or site-cited results; unavailable results are not misses.

Competitors. Brands identified across the tested questions, ranked by query x engine appearances. Loudmink is not affiliated with OpenAI, Anthropic, Google, Perplexity or xAI. Results are indicative.