VIZIRANK

HomeRecord

AI visibility summary · Sample report with fictional data

https://homerecord.nl · Measurement of 9 Oct 2026 · 12 questions × 3 AI systems = 36 answers · Report made 9 Oct 2026

VIZIRANK	NAMED IN	BUYING QUESTIONS	MISSED QUESTIONS
55 / 100	**16** / 36	**9** / 24	**10** / 12
the most-named brand scores 100	answers (44.4%)	answers name you	questions name a rival, not you

HomeRecord was named in 16 of 36 AI answers (44.4%). For buying questions that is 9 of 24 answers. Nestwise was named most often (29 times) and sets ViziRank 100; HomeRecord scores 55. In 10 questions an AI system names a rival and not HomeRecord.

Priorities

1. Publish a comparison page: HomeRecord vs Nestwise
2. Share repair guides on YouTube
3. Write a guide on proving maintenance history when selling

How to read this report

All numbers describe one measurement: the latest run on 9 Oct 2026. We asked 12 questions to each of 3 AI systems (Claude, Gemini, ChatGPT), 36 answers in total. The answers of AI systems vary from day to day, so compare measurements over time rather than reading one as final.

ViziRank	A score from 0 to 100: how often AI named you compared with the brand it named most, which scores 100.
Mention rate	The share of AI answers that name you. Every question is asked to every AI system, so each question gives one answer per system.
Missed question	A question where at least one AI system names a rival and not you. Marketplaces and names marked not relevant don't count as rivals.
Avg. position	Where you appear in the answer, counted in the order brands are named: 1 is named first. Only answers that name you count.
With or without link	With link: the answer also links to your website. Without link: you are named, but the answer does not send the reader to your site.
Buying and information questions	Buying questions ask where to buy or whom to hire; a good answer names suppliers. Information questions can be answered well without naming anyone, so a missing mention there weighs less.
Linked pages and named platforms	Linked pages are links the AI system itself attached to its answer. Named platforms are sources the AI mentioned when we asked why it recommended a brand: its own account, not a verified link.
Example	Nestwise was named 29 times and scores 100. HomeRecord was named 16 times: 16 ÷ 29 × 100 = 55.

Results

WHAT WE MEASURE	We asked 12 questions to each of 3 AI systems: 36 answers in total. For every answer we checked whether HomeRecord is named, and whether the answer links to the website.
WHAT WE SEE	HomeRecord is named in 16 of 36 answers (44.4%). Most often by Claude (50% of its answers).
WHAT IT MEANS	This describes visibility within these questions only, not across every AI answer about the category. Buying questions matter most: there, an answer that leaves you out sends the buyer elsewhere. On buying questions you are named in 9 of 24 answers.
WHAT YOU CAN DO	Start with the 10 questions below where a rival is named and you are not.

By AI system

AI SYSTEM	ANSWERS	NAMED	WITH LINK	WITHOUT LINK	NOT NAMED	MENTION RATE
Claude	12	6	1	5	6	6 of 12 (50%)
Gemini	12	4	2	2	8	4 of 12 (33.3%)
ChatGPT	12	6	3	3	6	6 of 12 (50%)

By kind of question

KIND OF QUESTION	QUESTIONS	ANSWERS	NAMED	NO BRAND NAMED	MENTION RATE
Buying questions	8	24	9	0	37.5%
Information questions	3	9	4	0	44.4%
Questions about the brand	1	3	3	0	100%

"No brand named": answers that name no company at all. For an information question that is often a complete answer, not a missed chance.

Questions where a rival is named and you are not

QUESTION	KIND	MISSING ON	NAMED INSTEAD
Alternatives to spreadsheets for tracking house expenses	Buying question	Gemini	Nestwise, HouseLedger, FixFolio, Casa Notes
Best tools to plan home repairs and renovations	Buying question	Gemini, ChatGPT	Nestwise, FixFolio, Spruce Pal, HouseLedger
How can I prove the maintenance history when selling my house?	Information question	Claude	Nestwise, FixFolio, Spruce Pal
How do I keep a maintenance log for my house?	Information question	Claude, ChatGPT	Nestwise, HouseLedger, FixFolio, Spruce Pal
How do landlords track maintenance across several properties?	Buying question	Gemini, ChatGPT	Nestwise, Spruce Pal, HouseLedger, FixFolio
Is there an app that reminds me when to service my boiler?	Buying question	Claude, Gemini	Nestwise, HouseLedger, FixFolio
What is the best app to keep track of home maintenance?	Buying question	Gemini, ChatGPT	HouseLedger, FixFolio, Nestwise, Spruce Pal
What should a seasonal home maintenance checklist include?	Information question	Claude, Gemini	Nestwise, HouseLedger, FixFolio, Spruce Pal
Which home management apps do real estate agents recommend?	Buying question	Claude, Gemini, ChatGPT	Nestwise, HouseLedger, FixFolio, Casa Notes
Which software helps homeowners store warranties and invoices?	Buying question	Claude, Gemini, ChatGPT	Nestwise, HouseLedger, Casa Notes, FixFolio

Competitors

WHAT WE MEASURE	We count how often each brand is named in the same 36 answers. The most-named brand scores ViziRank 100; the rest score relative to it.
WHAT WE SEE	Nestwise is named most often (29 times). HomeRecord is named 16 times and scores 55.
WHAT IT MEANS	Tracked competitors are the brands you chose to follow. Other names the AI mentioned are listed apart; they are not automatically rivals. Mark names that are not relevant on the Competitors screen so they stop counting.
WHAT YOU CAN DO	Look at which competitors appear where you are missing, and at the reasons and sources AI gives for them in the next section.

BRAND	ROLE	VIZIRANK	MENTIONS	SHARE OF MENTIONS	AVG. POSITION
HomeRecord	You	55	16	16.7%	2
Nestwise	Tracked	100	29	30.2%	1.1
FixFolio	Tracked	69	20	20.8%	2.6
HouseLedger	Tracked	66	19	19.8%	1.9

Other names AI mentioned

Not tracked, and not automatically rivals: this can include suppliers of other products or information sites.

NAME	MENTIONS	VIZIRANK
Casa Notes	6	21
Spruce Pal	6	21

Evidence and opportunities

WHAT WE MEASURE	For questions where a rival is named and you are not, we collect two kinds of evidence: pages the AI system linked in its answer, and platforms the AI named when we asked why it recommended a brand.
WHAT WE SEE	5 linked sources and 5 named platforms in this measurement.
WHAT IT MEANS	Linked pages are what the answer actually used. Named platforms are the AI's own account and can be incomplete or inexact; treat them as leads, not proof. The reasons show what the AI said, not a proven cause.
WHAT YOU CAN DO	Check whether you are present on the linked pages and named platforms, and whether your own site answers the same questions. This is a possible improvement, not a guarantee of being named.

Pages linked in AI answers

SITE	TIMES	EXAMPLE LINK	PASSAGE IN THE ANSWER	QUESTION
Trustpilot	10	https://www.trustpilot.com/review/houseledger.example	HouseLedger: strong document storage for warranties and invoices.	Which software helps homeowners store warranties and invoices?
Reddit	8	https://www.reddit.com/r/HomeImprovement/comments/949778/nes...	Nestwise: large library of maintenance checklists.	Which home management apps do real estate agents recommend?
The Fix-It Journal	8	https://fixitjournal.example/best-home-maintenance-apps	Nestwise: large library of maintenance checklists.	How do landlords track maintenance across several properties?
YouTube	7	https://www.youtube.com/watch?v=0f34568ff11	HouseLedger: strong document storage for warranties and invoices.	How do I keep a maintenance log for my house?
Homeowner Weekly	5	https://homeownerweekly.example/best-home-maintenance-apps	HouseLedger: strong document storage for warranties and invoices.	What is the best app to keep track of home maintenance?

Platforms the AI named for rivals

The AI's own account when asked why it recommended a rival: a lead, not a verified link.

PLATFORM	TYPE	TIMES	FOR
The Fix-It Journal	Blog	10	Spruce Pal, FixFolio, Nestwise, HouseLedger, Casa Notes
AppCompare	Comparison Site	6	FixFolio, HouseLedger, Spruce Pal
Trustpilot	Review Site	5	FixFolio, Nestwise, HouseLedger, Casa Notes
Homeowner Weekly	Industry Publication	3	FixFolio, Nestwise
YouTube	YouTube	2	Spruce Pal, HouseLedger

Reasons AI gives when recommending rivals

What the AI said in questions where you were missing. These describe its explanation, not a proven cause.

REASON	BRANDS	TIMES
Large library of maintenance checklists	Nestwise	24
Frequently recommended in homeowner forums	Nestwise	24
Connects homeowners with local contractors	FixFolio	18
Recent coverage in home improvement media	FixFolio	18

REASON	BRANDS	TIMES
Strong document storage for warranties and invoices	HouseLedger	17
Featured in comparison articles	HouseLedger	17

Action Plan

WHAT WE MEASURE	Actions come from the gaps, the evidence above and the website audit.
WHAT WE SEE	5 open actions, highest expected impact first.
WHAT IT MEANS	Each action says what we saw, what to do, where, and how to check whether it worked in the next measurement.
WHAT YOU CAN DO	Start with the top actions. Text in [brackets] is a draft detail: fill it in or check it before you publish.

1. Publish a comparison page: HomeRecord vs Nestwise

WHAT WE SAW	For 2 questions AI named Nestwise, HouseLedger, and not HomeRecord: “HomeRecord vs Nestwise: which is better for homeowners?”; “Alternatives to spreadsheets for tracking house expenses”.
WHAT TO DO	Create a page that compares HomeRecord and Nestwise honestly: features, pricing and who each is for. Add a short FAQ with the questions buyers ask.
WHERE	homerecord.nl/compare
HOW TO CHECK	After the next measurement, check whether HomeRecord is named for “HomeRecord vs Nestwise: which is better for homeowners?”; “Alternatives to spreadsheets for tracking house expenses”.

2. Share repair guides on YouTube

WHAT WE SAW	For 2 questions AI named FixFolio, Nestwise, and not HomeRecord: “Best tools to plan home repairs and renovations”; “What should a seasonal home maintenance checklist include?”.
WHAT TO DO	Post short how-to videos for common maintenance tasks and link them from the matching guides on your site.
WHERE	YouTube, homerecord.nl/guides
HOW TO CHECK	After the next measurement, check whether HomeRecord is named for “Best tools to plan home repairs and renovations”; “What should a seasonal home maintenance checklist include?”.

3. Write a guide on proving maintenance history when selling

WHAT WE SAW	For 1 question AI named HouseLedger, Casa Notes, and not HomeRecord: “How can I prove the maintenance history when selling my house?”.
WHAT TO DO	Publish a step-by-step guide: which documents buyers ask for, how to export a maintenance record, and an example report.
WHERE	homerecord.nl/guides
HOW TO CHECK	After the next measurement, check whether HomeRecord is named for “How can I prove the maintenance history when selling my house?”.

4. Add a landlord page for multiple properties

WHAT WE SAW	For 1 question AI named Nestwise, FixFolio, and not HomeRecord: “How do landlords track maintenance across several properties?”.
WHAT TO DO	Describe how HomeRecord handles several properties, with a short case and a pricing note for landlords.
WHERE	homerecord.nl/landlords
HOW TO CHECK	After the next measurement, check whether HomeRecord is named for “How do landlords track maintenance across several properties?”.

5. Get reviewed on Trustpilot and AppCompare

WHAT WE SAW	When AI named rivals it cited these platforms, and none of them for you in this measurement: Trustpilot (9×), AppCompare (6×).
WHAT TO DO	Invite recent users to leave a review and submit HomeRecord to AppCompare. AI cites both when it recommends rivals.
WHERE	Trustpilot, AppCompare
HOW TO CHECK	After the next measurement, see under Sources whether these platforms are cited for you.