

# See how AI answers mention your business

Read the AI answers report to see how often AI tools name your business, where, and how the numbers work.

## Add-on AI search reports

Customers can ask an AI tool, as well as Google, where to eat or who to call. The AI answers report shows how often those answers mention your business, and where.

The AI answers report is an add-on. If your site doesn't have it yet, ask us about adding it; we quote it in writing first.

We can't promise that any AI tool will mention you, or that a mention brings visits, calls or sales. The report shows what the tools said when they were asked.

## Before you start

- Your site has to be published. If it isn't, click **Show sample data** in the banner at the top to see an example.
- When the report is first switched on, it looks over your site, which takes a few minutes.
- It's set up with your business name, your country and up to 5 cities where you work. It finds some competitors on its own, and more can be added later. To change any of this, ask us.

## Steps

1. Log in and open your site's dashboard.
2. Click **Performance**, then expand **Visibility**.
3. Click **Brand Positioning** to compare yourself with competitors. You can filter by 7, 14 or 30 days, or your own number of days, and by place and AI tool.
4. Click **Tracked Prompts** to see the questions the report asks the AI tools for you.
5. Click a row to read recent answers. A **Mentioned** tag shows where your business came up.

## What the numbers mean

| Name            | In plain words                                                                                                             |
|-----------------|----------------------------------------------------------------------------------------------------------------------------|
| Mention         | How many times answers named you in the time you picked                                                                    |
| Visibility      | The percent of answers that named you                                                                                      |
| Position        | Where you came up in the answer. A lower number is earlier, and 1 is first                                                 |
| Sentiment       | The tone used about you, from 0 to 100. Most scores land between 65 and 85, and a higher score means more positive wording |
| Volume          | A guess from 0 to 5 at how many people ask about that topic                                                                |
| Share of voice  | Your share of the conversation next to your competitors                                                                    |
| Source mentions | The websites the AI tools quote, which shows where they get their information                                              |

## Tips

- Read the answers, not just the numbers. If an answer has an old hour or a wrong address, fix it on your site. See [Update your hours](#).
- Look at trends over weeks. One day's number tells you little.
- Wondering what to do with what you find? See [Act on AI search suggestions](#).

### DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

## Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email [hello@zossoz.com](mailto:hello@zossoz.com).

**Related guides:** [Act on AI search suggestions](#) · [How Google finds and reads your site](#) · [Find your site's numbers on the dashboard](#) · [Run a site check and fix what it finds](#) · [Request a change](#)

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