EQUISOLVE

Answer Engine Optimization (AEO)

Answer optimization, prompt monitoring, and analytics

Equisolve's AEO empowers IR teams by positioning their IR website as the definitive source of truth for company information, providing trusted citations, while enabling them to uncover investor intent through sophisticated analytics. This allows teams to gain a deeper understanding of the audiences engaging with their site, both human and AI-driven.

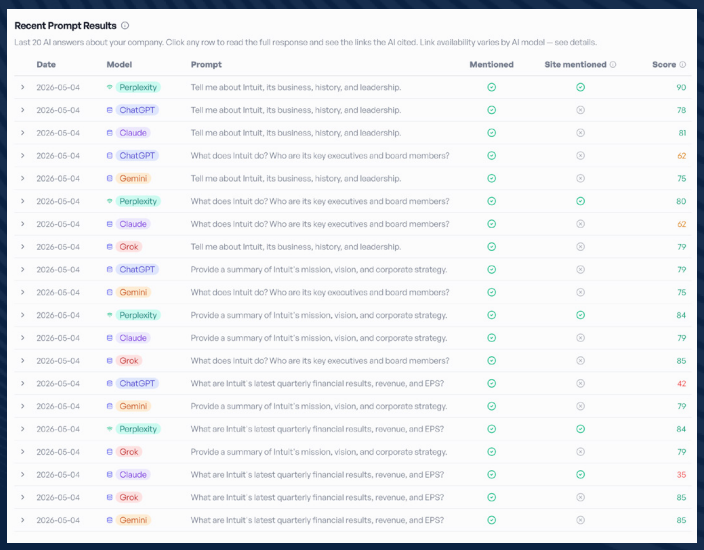
3 Pillars of AEO: *all in the code*

- **Semantic Code:**
  It helps search engines, AI, and assistive technology read your content more accurately
- **Schema Markup:**
  Schema is like giving search engines and AI a clear, labeled menu of what's on each page
- **LLMS.txt:**
  LLMS.txt is a short "instruction sheet" for AI models that tells them what to use and how to cite your website, and which pages are best to include in AI answers.

Prompt Monitoring:

Know exactly how AI talks about your company

- Runs a structured library of investor-relevant prompts/questions to ensure citations go back to your website
- Runs prompts across ChatGPT, Perplexity, Claude, Gemini, and Grok
- Prompts can be added and can be customized to be unique to each organization
- Tracks brand mentions, citation accuracy, and AEO score over time
- Split scores between prompt and citation accuracy, and code structure



Recent Prompt Results

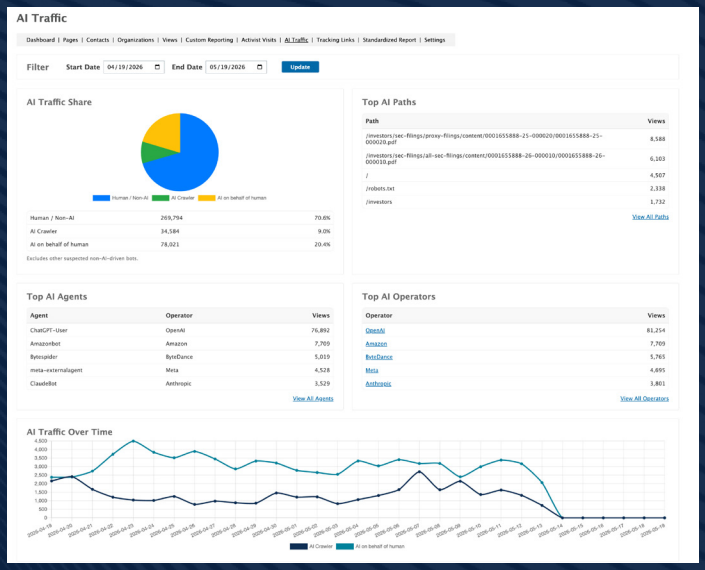
Last 20 AI answers about your company. Click any row to read the full response and see the links the AI cited. Link availability varies by AI model — see details.

Date	Model	Prompt	Mentioned	Site mentioned	Score
2026-05-04	Perplexity	Tell me about Intuit, its business, history, and leadership.	✓	✓	90
2026-05-04	ChatGPT	Tell me about Intuit, its business, history, and leadership.	✓	✗	78
2026-05-04	Claude	Tell me about Intuit, its business, history, and leadership.	✓	✗	81
2026-05-04	ChatGPT	What does Intuit do? Who are its key executives and board members?	✓	✗	62
2026-05-04	Gemini	Tell me about Intuit, its business, history, and leadership.	✓	✗	75
2026-05-04	Perplexity	What does Intuit do? Who are its key executives and board members?	✓	✓	80
2026-05-04	Claude	What does Intuit do? Who are its key executives and board members?	✓	✗	62
2026-05-04	Grok	Tell me about Intuit, its business, history, and leadership.	✓	✗	79
2026-05-04	ChatGPT	Provide a summary of Intuit's mission, vision, and corporate strategy.	✓	✗	79
2026-05-04	Gemini	What does Intuit do? Who are its key executives and board members?	✓	✗	75
2026-05-04	Perplexity	Provide a summary of Intuit's mission, vision, and corporate strategy.	✓	✓	84
2026-05-04	Claude	Provide a summary of Intuit's mission, vision, and corporate strategy.	✓	✗	79
2026-05-04	Grok	What does Intuit do? Who are its key executives and board members?	✓	✗	85
2026-05-04	ChatGPT	What are Intuit's latest quarterly financial results, revenue, and EPS?	✓	✗	42
2026-05-04	Gemini	Provide a summary of Intuit's mission, vision, and corporate strategy.	✓	✗	79
2026-05-04	Perplexity	What are Intuit's latest quarterly financial results, revenue, and EPS?	✓	✓	84
2026-05-04	Grok	Provide a summary of Intuit's mission, vision, and corporate strategy.	✓	✗	79
2026-05-04	Claude	What are Intuit's latest quarterly financial results, revenue, and EPS?	✓	✓	35
2026-05-04	Grok	What are Intuit's latest quarterly financial results, revenue, and EPS?	✓	✗	85
2026-05-04	Gemini	What are Intuit's latest quarterly financial results, revenue, and EPS?	✓	✗	85

Analytics & AI traffic:

Measure the AI traffic to your IR site

- Identifies AI Crawlers, AI on behalf of a human vs. human & non-AI. Tracking 40+ models.
- Reports on which pages AI models crawl most and how often by model and bot type
- Identify investors by name and investor type, visiting your website
- See who is accessing pages, docs & files by name and investor type
- Reporting includes standard and customized reporting (C-Suite level reporting)
- Activist and watchlist notifications
- Daily email summaries, you can configure the information delivered



Add-ons as needed

For further AI content optimization, we offer the following additional services:

Enhanced FAQ:

Turn investor questions into AI-ready answers

Quarterly Q&As:

Turn quarterly information into AI-ready questions and answers

PDFs in HTML:

Make all of the information contained in your PDFs easily searchable and citable by AI