

# AI Visibility Audit

What ChatGPT and Perplexity tell buyers about **Gravity-fed water filters (off-grid / emergency preparedness)** — and who they recommend instead.

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PREPARED FOR

**Cascade Outdoor Co.**

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RUN WINDOW

**2026-06-10**

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EVIDENCE BASE

**10 buying-intent prompts · 61 scored runs**

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ENGINES

**ChatGPT (gpt-5.5-2026-04-23) · Perplexity (sonar)**

SAMPLE REPORT — demonstration on a real product category with real engine runs; client name is illustrative. Client editions verify every flagged claim and cover 4 engines.

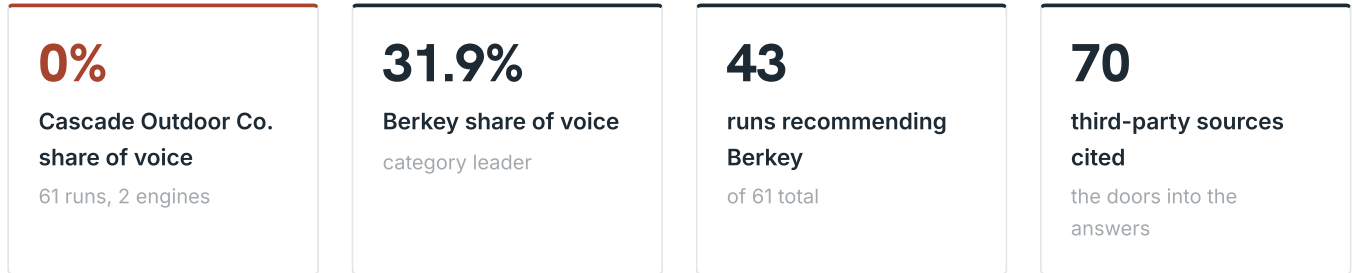
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Every number in this report traces to an archived raw engine response. The evidence chain is described on page 13.

## Executive summary

Across **61 scored runs** of 10 real buying-intent questions, Cascade Outdoor Co. was named **zero times**. Berkey leads the category conversation with **31.9%** share of voice, and the engines repeatedly recommend Berkey, ProOne, Alexapure. When a buyer asks an AI assistant where to spend, the shortlist forms — without you on it.



### What this means

- **The category is already decided inside the answers.** Engines agree on a stable top tier (Berkey, ProOne, Alexapure) across both engines and nearly every prompt.
- **Invisibility is structural, not random.** Zero mentions across 61 runs is not bad luck — it means the evidence engines rely on does not include you. The citation-source analysis (p. 09) shows exactly which sources they trust.
- **The fix is a program, not a trick.** Crawler access, answer-shaped pages, presence in the cited sources, and entity consistency — prioritized on p. 11 with owners and timelines.

### Start here

1. Verify AI-crawler access and publish an llms.txt index (Week 1).
2. Publish answer-first pages for the 10 audited questions (Weeks 1-3).
3. Earn presence in the top cited third-party sources (Weeks 2-6) — the specific list is on p. 09.

## Scorecard & how we score

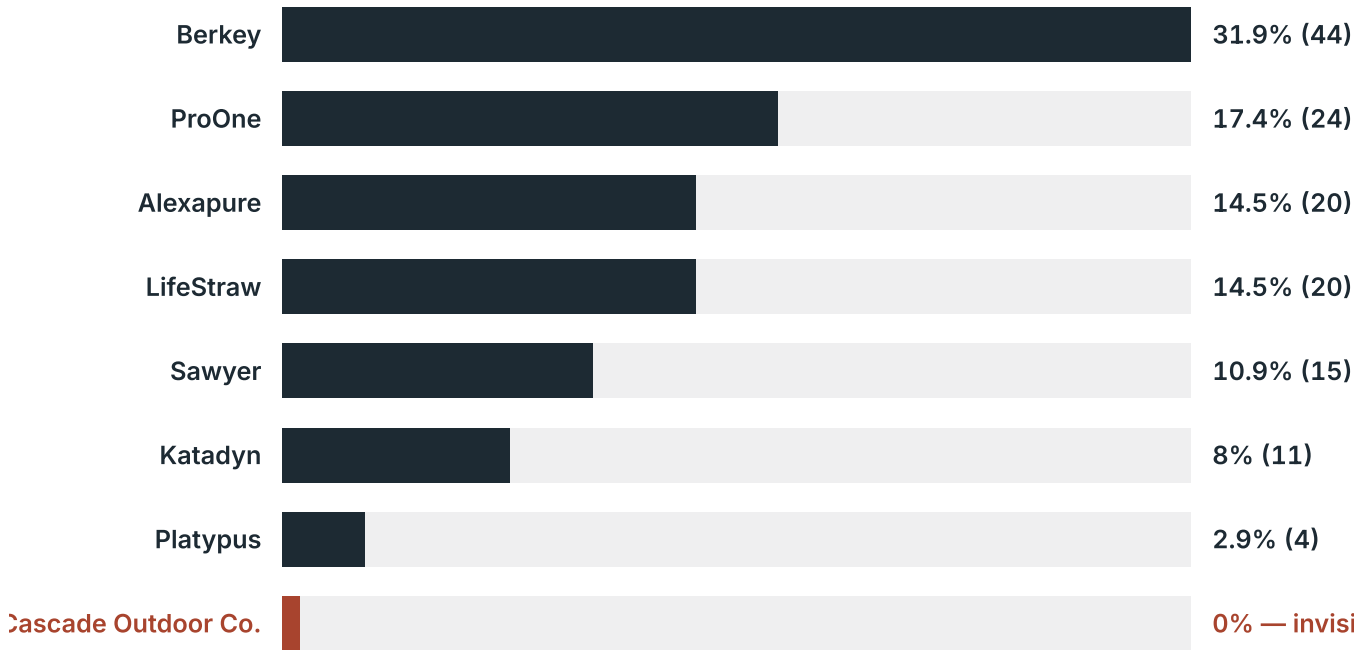
<p><b>Recommended</b></p> <p>The engine names the brand as a pick for the buyer's question.</p>	<p><b>Mentioned</b></p> <p>The brand appears in the answer without being endorsed.</p>	<p><b>Cited</b></p> <p>The brand's own site is used as a source for the answer.</p>	<p><b>Invisible</b></p> <p>None of the above. The buyer never hears the name.</p>
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### Category scorecard — 61 runs, both engines

BRAND	MENTIONED	RECOMMENDED	CITED (OWN SITE)
Berkey	44/61	43/61	32/61
ProOne	24/61	23/61	8/61
Alexapure	20/61	16/61	1/61
LifeStraw	20/61	16/61	7/61
Sawyer	15/61	15/61	3/61
Katadyn	11/61	10/61	0/61
<b>Cascade Outdoor Co.</b>	<b>0/61</b>	<b>0/61</b>	<b>0/61</b>

Counts are runs in which the state was observed. Every prompt ran 3 times per engine; single runs are anecdotes, repeated runs are measurements.

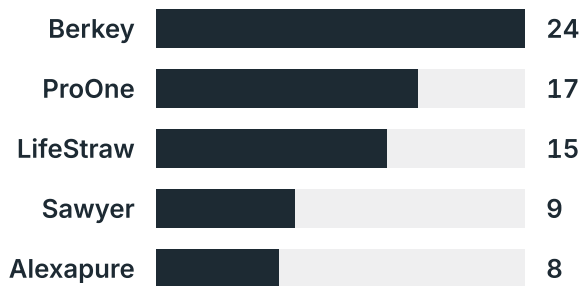
## Share of voice — who owns the category answers?



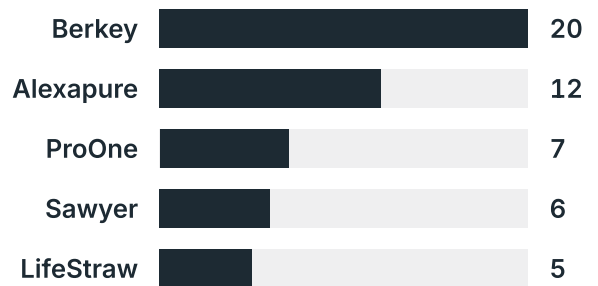
Share of brand mentions across 61 runs · 10 prompts · 2026-06-10. Cascade Outdoor Co. drawn at minimum width for visibility — actual value zero.

### By engine

#### CHATGPT — MENTIONS PER 31 RUNS



#### PERPLEXITY — MENTIONS PER 30 RUNS



Engines broadly agree on the leaders — consensus across engines means the ranking is evidence-driven, not noise. Disagreements between engines are themselves findings (see p. 07).

## Prompt-by-prompt results

BUYER QUESTION	CHATGPT	PERPLEXITY	CASCADE OUTDOOR CO.
Best gravity-fed water filter for an off-grid cabin?	<b>Berkey, ProOne, Alexapure</b>	<b>Berkey, Alexapure</b>	<b>invisible</b>
What water filter should I buy for emergency preparedness at home?	<b>Sawyer, ProOne, Platypus</b> Alexapure	<b>Berkey, Sawyer</b>	<b>invisible</b>
Berkey vs ProOne — which gravity water filter is better?	<b>Berkey, ProOne</b>	<b>Berkey, ProOne</b>	<b>invisible</b>
Is the Berkey water filter worth the money?	<b>Berkey</b>	<b>Berkey</b>	<b>invisible</b>
What are the best alternatives to Berkey water filters?	<b>Berkey, ProOne, LifeStraw</b>	<b>Berkey, ProOne, Alexapure</b>	<b>invisible</b>
Which gravity water filter removes the most contaminants?	<b>Berkey, ProOne, Alexapure</b>	<b>ProOne</b>	<b>invisible</b>
Best budget gravity water filter under \$100?	<b>Berkey, Sawyer, LifeStraw</b> Katadyn	—	<b>invisible</b>
What is the longest-lasting gravity water filter?	<b>Berkey, ProOne, Alexapure</b>	<b>Berkey, Alexapure</b>	<b>invisible</b>
Do gravity water filters remove viruses and bacteria?	—	LifeStraw	<b>invisible</b>
Which water filter brands do preppers actually recommend?	<b>Berkey, Sawyer, ProOne</b>	<b>Berkey, Sawyer, Alexapure</b>	<b>invisible</b>

**bold = recommended**

plain = mentioned only

— = no brands named

**Cascade Outdoor Co. column: status across all runs**

## Who gets recommended — and why

Recommendations cluster around brands with deep third-party coverage: review sites, comparison posts, community threads. The engines name their reasons — filtration certifications, longevity, value — and those reasons repeat across runs. Verbatim examples:

PERPLEXITY · SONAR

2026-06-10

*"- **Why people think it is worth it:** Berkey systems are praised for low cost per gallon over time, long filter life, no electricity requirement, and countertop convenience."*

Prompt: Is the Berkey water filter worth the money?

CHATGPT · GPT-5.5-2026-04-23

2026-06-10

*"I should recommend NSF-certified options, like the Culligan MaxClear, and include any relevant claims from Clearly Filtered or Alexapure, but they aren't necessarily certified."*

Prompt: Which gravity water filter removes the most contaminants?

CHATGPT · GPT-5.5-2026-04-23

2026-06-10

*"These are popular for countertop gravity use and may have stronger certification stories than Berkey-style filters, but you should verify the exact element's NSF/ANSI certifications before buying."*

Prompt: Which gravity water filter removes the most contaminants?

Client editions include the full quote bank: every recommendation, with the engine's stated reasoning, mapped to the source pages that earned it.

## Flagged claims — what engines assert about this category

Engines state prices, lifespans, and capabilities as fact. Some are right. Some are stale. In client editions, every flagged claim is verified against ground truth and classified as accurate, outdated, or hallucinated — with the raw response attached.

**F-01**

Capability claim

Verify

ChatGPT · 2026-06-10

*"- It's a more conservative choice than Berkey because Berkey has strong marketing and long filter-life claims, but many buyers are concerned about the distinction between "tested to NSF standards" and \*\*formally NSF-certified\*\* systems."*

**F-02**

Capability claim

Verify

ChatGPT · 2026-06-10

*"Multiple current guides and user discussions flag that Berkey's claims are not the same thing as straightforward NSF certification."*

**F-03**

Capability claim

Verify

ChatGPT · 2026-06-10

*"Consider \*\*ProOne Big+\*\* or a similar stainless gravity system using certified replacement elements."*

**F-04**

Capability claim

Verify

ChatGPT · 2026-06-10

*"Recent reviews describe ProOne's Big+ as using NSF/ANSI 42 and 53 certified filters and position it as a common Berkey alternative."*

**F-05**

Capability claim

Verify

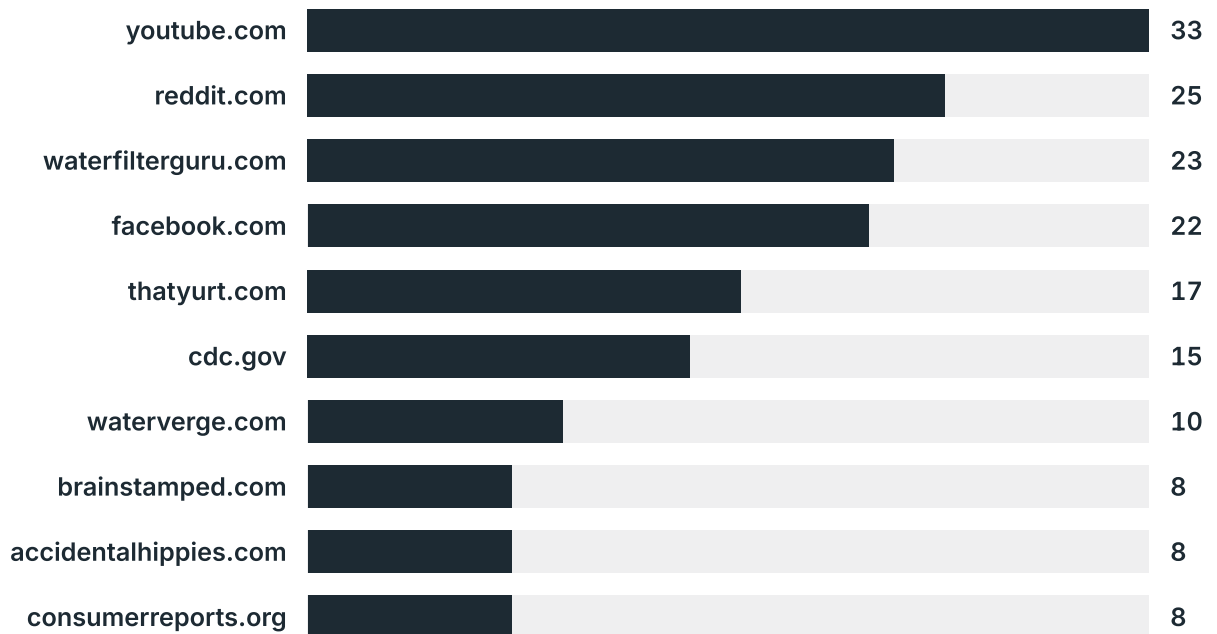
ChatGPT · 2026-06-10

*"Berkey-style stainless tanks are convenient, but Berkey has had regulatory and certification controversy, and many current off-grid/prepper discussions focus on the lack of clear NSF certification for some popular Berkey elements."*

Sample edition: claims shown verbatim as flagged; verification columns appear in client editions.

## Where engines look — citation sources

When answers cite sources, these are the domains doing the work. They are the doors into the answers: presence here is how new brands enter the conversation.



Third-party citation counts across 61 runs (brand-owned domains excluded; 2026-06-10).

### What to do with this list

- Earn reviews and inclusion on the top cited domains — genuine product submissions, expert commentary, comparison participation.
- Watch the community sources: engines lean on forums when professional coverage is thin. Thin coverage is an opening.
- Re-measure after placements land — citation pickup typically shows within weeks on search-backed engines.

## Technical — can AI crawlers even see you?

Before content strategy matters, crawlers must be able to read the site. We checked robots.txt for the category's brands (live fetches, 2026-06-10):

DOMAIN	ROBOTS.TXT	GPTBOT	CLAUDEBOT	PERPLEXITYBOT	GOOGLE-EXT.
<a href="#">berkeyfilters.com</a>	error:TypeError	unreachable	unreachable	unreachable	unreachable
<a href="#">sawyer.com</a>	200	allowed	allowed	allowed	allowed
<a href="#">alexapure.com</a>	200	allowed	allowed	allowed	allowed
<a href="#">prooneusa.com</a>	200	allowed	allowed	allowed	allowed
<a href="#">platy.com</a>	200	allowed	allowed	allowed	allowed
<a href="#">www.berkeyfilters.com</a>	error:TypeError	unreachable	unreachable	unreachable	unreachable

"allowed (no rules)" = no AI-specific directives; crawlers default to allowed. "unreachable" = the site refused automated requests entirely — which also blocks the crawlers that feed answers.

### What the full audit adds here

- Schema/structured-data audit: FAQ, Product/Service, Organization graphs that engines parse.
- Entity consistency: identical company facts across site, profiles, and directories.
- Content structure: answer-first pages for the prompt map, freshness signals, llms.txt.

## Fix roadmap — 60-90 days

	ACTION	IMPACT	WHEN	OWNER
1	Verify AI-crawler access; publish llms.txt + markdown siblings	High	Week 1	Engineering
2	Publish answer-first pages for the 10 audited buyer questions	High	Weeks 1-3	Content
3	Earn presence on top cited sources (youtube.com, reddit.com, waterfilterguru.com)	High	Weeks 2-6	Marketing/PR
4	Add Organization/Product/FAQ schema; fix entity consistency across profiles	Medium	Weeks 3-6	Engineering
5	Freshness program: date-stamped updates to category pages	Medium	Weeks 4-8	Content
6	Monthly re-measurement against this baseline (same prompts, repeated runs)	Medium	From Week 4	Ops

Ordering follows the evidence: access first (nothing works while crawlers can't read you), then the content engines quote, then the third-party presence they trust, then durability. Client editions tie each item to the specific findings that justify it.

## Measuring progress

This report is a dated baseline, not a permanent state. Engines change weekly; your fixes land over weeks. Progress is measured by re-running the same prompt set under the same rules and comparing states.

### What movement looks like

- **Weeks 2–6:** search-backed engines (Perplexity, ChatGPT browsing) begin citing newly accessible, answer-shaped pages.
- **Months 2–3:** mention rate climbs on prompts matched by published pages; first recommendations appear where third-party coverage landed.
- **Model-release cycles:** training-data memory catches up last — consistency and durable third-party presence drive it.

### The cadence

- Monthly re-run, same 10-prompt set, 3 runs per engine, same scoring rubric.
- Deltas reported per prompt and per engine; new flagged claims verified.
- Quarterly: prompt set refreshed against real buyer-language data.

## Methodology & evidence

<b>Prompts</b>	10 buying-intent questions: comparison, validation, problem, and alternative-seeking — the audit's funnel taxonomy.
<b>Engines</b>	ChatGPT (gpt-5.5-2026-04-23), Perplexity (sonar). Client editions add Claude and Gemini.
<b>Runs</b>	Every prompt × 3 runs per engine (61 total). Variance is reported, not hidden.
<b>Environment</b>	Clean sessions, no prior context, generic IPs, web access enabled.
<b>Scoring</b>	Recommended / mentioned / cited / invisible against a fixed rubric (p. 04).
<b>Evidence</b>	Every response archived raw, content-hashed, with model name and timestamp, before any scoring. Every number in this report traces to those archives.

### How to judge any AI-visibility audit (including ours)

- Enough prompts to matter — 50+ in client editions; not 5.
- More than one engine.
- Repeated runs — single runs are anecdotes.
- A competitor benchmark, not just your own score.
- Raw-response evidence you can check.

## Appendix — prompt tracker

PROMPT	CHATGPT RECOMMENDS	PERPLEXITY RECOMMENDS	CASCADE OUTDOOR CO. MENTIONS
Best gravity-fed water filter for an off-grid cabin?	Berkey, ProOne, Alexapure, LifeStraw	Berkey, Alexapure	0 / 6
What water filter should I buy for emergency preparedness at home?	Sawyer, ProOne, Platypus, LifeStraw, Katadyn	Berkey, Sawyer	0 / 6
Berkey vs ProOne — which gravity water filter is better?	Berkey, ProOne	Berkey, ProOne	0 / 6
Is the Berkey water filter worth the money?	Berkey	Berkey	0 / 6
What are the best alternatives to Berkey water filters?	Berkey, ProOne, LifeStraw	Berkey, ProOne, Alexapure	0 / 6
Which gravity water filter removes the most contaminants?	Berkey, ProOne, Alexapure	ProOne	0 / 6
Best budget gravity water filter under \$100?	Berkey, Sawyer, LifeStraw	none	0 / 6
What is the longest-lasting gravity water filter?	Berkey, ProOne, Alexapure, LifeStraw	Berkey, Alexapure	0 / 6
Do gravity water filters remove viruses and bacteria?	none	none	0 / 6
Which water filter brands do preppers actually recommend?	Berkey, Sawyer, ProOne, Alexapure, Platypus, LifeStraw, Katadyn	Berkey, Sawyer, Alexapure, LifeStraw, Katadyn	0 / 7

Client editions include the full per-run tracker (every response, every score) plus the raw data export — one row per prompt per engine per run.

**CitedMetrics**

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