

the 10-minute check

Does ChatGPT recommend **your** business?

How to find out properly, from 1,100 AI answers we studied.

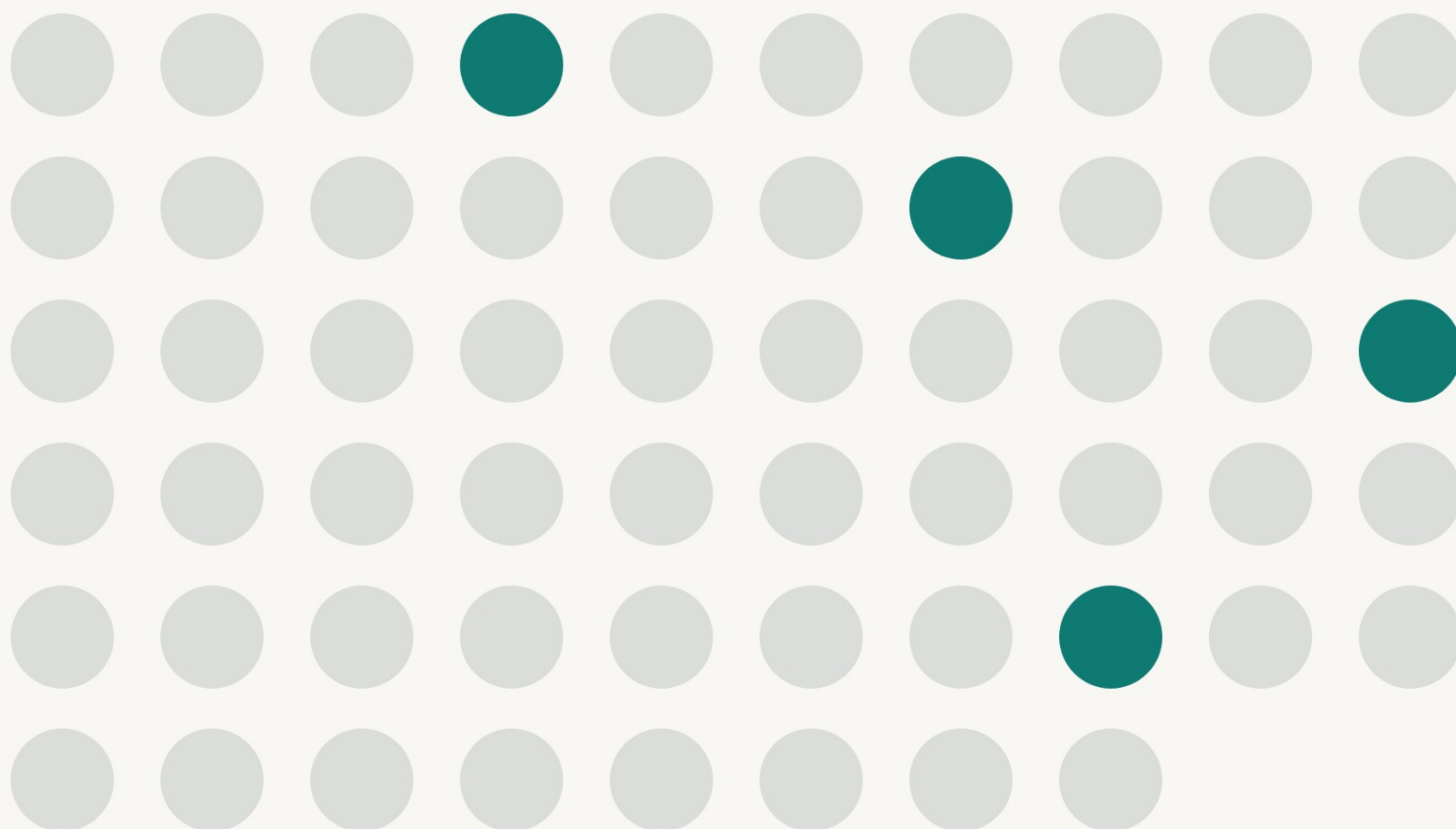
Can you recommend a good aircon servicing company in Singapore?



why it matters

It names about 4 businesses.

Ask ChatGPT who to hire and you get a short list. For that answer, everyone else doesn't exist.



● named in one answer

● every other aircon company it named

58 dots, one per aircon company it named.

step 1

Ask what your customers ask.

"Is [your business] any good?"

only proves ChatGPT knows you exist

"Best aircon servicing near Tampines"

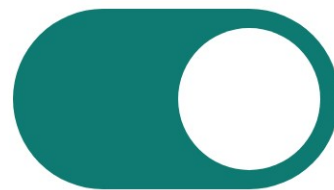
what a customer actually types

step 2

Start a **fresh chat** every time.

Your own chat history can change the answer. A temporary chat starts clean.

Temporary chat



step 3

Ask 10 times. Count.

ChatGPT changed its #1 pick in 50 of 54 questions we tested. One ask tells you very little.

ask 1 not you	ask 2 you	ask 3 not you	ask 4 you	ask 5 not you
ask 6 not you	ask 7 you	ask 8 not you	ask 9 you	ask 10 not you

In this example: named 4 times out of 10.

step 4

Read the **sources**.

Tap the links under each answer. Those are the pages ChatGPT read before it picked.

9 in 100

were on Google's first page for the same search. You won't find these pages by googling.

step 5

Get onto **those pages**.

Most sources are one of three kinds of page. Each has its own way in.

A "best of" list → Ask the writer to add you

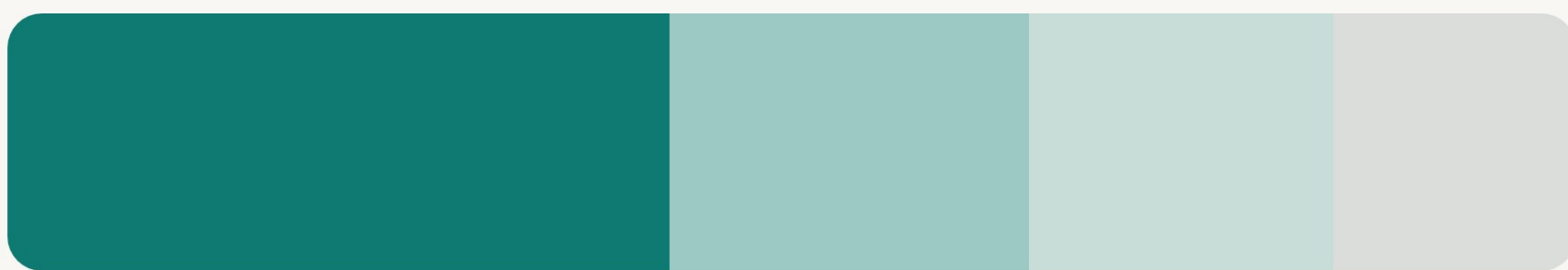
A review site or directory → Get listed, then ask customers for reviews

Your own website → Add a page that answers the question

step 6

Check Perplexity's **lists** too.

Run the same check in Perplexity. It leans on "best X in Singapore" lists far more than ChatGPT.



■ **42 in 100** were "best of" lists

- Businesses' own websites
- Review sites and directories
- News, government and the rest

Every link in Perplexity's answers, by kind of page.

don't skip this

Google Maps isn't enough.

12 of the 33 businesses in Google Maps' top 3 were never named in 1,100 answers.



- named at least once
- never named

Save this one.

- 1** Ask like a customer
- 2** Use a fresh chat
- 3** Ask 10 times and count
- 4** Read the sources
- 5** Get onto those pages
- 6** Check Perplexity's lists

your number

Named in _____ out of 10.

Write it down, and check it again every month.

ask 1	ask 2	ask 3	ask 4	ask 5
ask 6	ask 7	ask 8	ask 9	ask 10

Full study, every answer:
rankrhq.com/singapore-sme-seo-benchmark