

Northwind Hire (sample)

northwindhire.example · applicant tracking software · US

09 September 2026

57 AI answers tested
across 4 engines

AI VISIBILITY SCORE

38/100

You show up, but Tallgrass is named more often and you are rarely cited as a source. Present, not preferred.

CHATGPT (WEB SEARCH)

42

PERPLEXITY

51

GOOGLE GEMINI

34

GOOGLE AI OVERVIEW

21

CAN THE ENGINES READ YOUR SITE?

54/100

- ✗ AI crawlers allowed

✗ JSON-LD structured data

✗ llms.txt present

✗ FAQ schema

✓ Organization schema
- ✓ Product / Service schema

✓ robots.txt present

✓ XML sitemap

✓ Page title

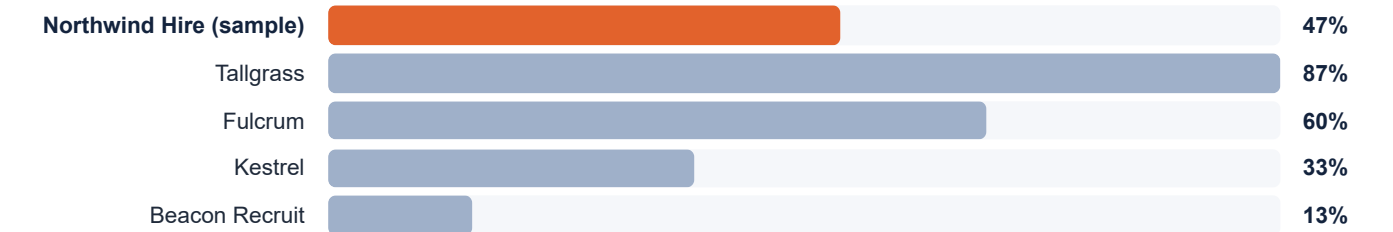
✓ Meta description
- ✓ Open Graph tags

✓ Canonical URL

✓ HTTPS

The technical foundation is fine. The gap is content and citations, not crawlability.

SHARE OF VOICE



Share of the 57 answers in which each brand is named. Head-to-head you hold 31% of the answer share against Tallgrass, and your own pages were never cited.

WHERE YOUR COMPETITORS WIN

BUYER QUESTION	NAMED INSTEAD
best applicant tracking software for high-volume hourly hiring	Tallgrass
Tallgrass alternatives for mid-market companies	Kestrel
best ATS for companies hiring their first recruiter	Fulcrum
most affordable applicant tracking system for startups	Kestrel
top applicant tracking software for enterprise teams	Tallgrass

WHO THE ENGINES CITE

SOURCE	ANSWERS
g2.com	14
capterra.com	11
selectsoftwarereviews.c...	9
peoplemanagingpeople.com	6
techrepublic.com	4

The sources the engines quote in this category. northwindhire.example appears on none of them.

TOP 5 FIXES, HIGHEST IMPACT FIRST

- 1

Get listed in selectsoftwarereviews.com

LINKS

WE HANDLE THIS

You are missing from 6 of 9 "best applicant tracking software" answers, and selectsoftwarereviews.com is cited in 9 of the answers we tested - the engines already read it.
- 2

Publish a "Northwind Hire (sample) vs Tallgrass" comparison page

CONTENT

WE HANDLE THIS

7 of 8 comparison and alternatives answers cite no page of yours, so the engines quote whoever wrote the comparison first.
- 3

Add schema markup and an llms.txt so engines can quote your own pages

TECHNICAL

WE HANDLE THIS

You are named in 14 answers but northwindhire.example is cited in none of them - engines describe you using other people's pages.
- 4

Publish a "best applicant tracking software for high-volume hourly hiring" page

CONTENT

WE HANDLE THIS

You are absent from 3 answers about high-volume hourly hiring, a buying question the engines already answer for someone else.
- 5

Refresh your G2 / Capterra presence

LINKS

WE HANDLE THIS

2 answers describe you negatively, and g2.com, capterra.com are cited sources in this category.

Want to see the answers behind this score?

Book a call and I'll walk you through every query we ran, live. Monish.

cal.com/monish016/30min

WHO GETS NAMED, ENGINE BY ENGINE

BRAND	CHATGPT (WEB SEARCH)	PERPLEXITY	GOOGLE GEMINI	GOOGLE AI OVERVIEW
Northwind Hire (sample)	46.7%	53.3%	40.0%	n/a
Tallgrass	86.7%	93.3%	80.0%	n/a
Fulcrum	60.0%	66.7%	53.3%	n/a
Kestrel	33.3%	40.0%	26.7%	n/a
Beacon Recruit	13.3%	20.0%	6.7%	n/a

Share of each engine's answers that name the brand. Counted the same way for everyone, so the rows compare. Google AI Overview returned no usable answers, so it is n/a rather than nil.

WHY THEY GET NAMED in the engines' own words, from the answers that recommend them

Tallgrass
named in 49 answers

Credited with the deepest structured-interview tooling and the widest integration marketp...
via g2.com, tallgrass.example

Fulcrum
named in 34 answers

Recommended for combining ATS and CRM in one product for sourcing-heavy teams.
via capterra.com

Kestrel
named in 19 answers

Praised for analytics and a modern interface at startups scaling past fifty hires a year.
via reddit.com, kestrel.example

Ranks 4th of 5 brands tested in this run, on how often each brand is named.
Scoped to the brands measured in this run. We do not claim a percentile against a corpus we have not measured.

WHAT THEY SAY ABOUT YOU

positive neutral negative



Strength. Engines call you the strongest fit for high-volume hiring and praise the speed of your setup.

Weakness. Two answers describe your reporting as thin next to Tallgrass, citing review-site comparisons. [g2.com](#)



Strength. Named as the value option for teams under 200 people.

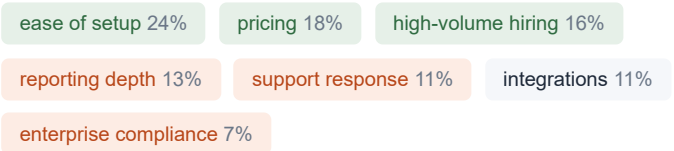
Weakness. Repeats employee complaints about support response times, sourced from Glassdoor reviews. [glassdoor.com](#), [reddit.com](#)



Strength. Described as easy to implement without a dedicated admin.

Weakness. Called weaker on enterprise compliance features.

WHAT THEY BELIEVE YOU ARE



The topics the engines attach to your name, and how much of what they say is about each. This is what your marketing actually reached.

ACROSS EVERY ANSWER

Of 22 answers naming you: 9 positive, 11 neutral, 2 negative. The negative ones are where the fixes on page one start.