

ILLUSTRATIVE WEBSITE SAMPLE

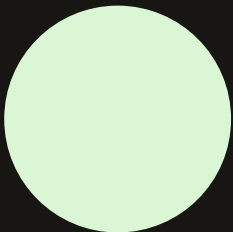
AI DISCOVERY REVENUE AUDIT

How Aster TalentOS appears in AI-assisted recruiting-software research, why competitors win, and what to change next.

CLIENT	ASTER TALENTOS
STATUS	FICTIONAL COMPANY / FICTIONAL DATA
MARKET	GERMANY + ENGLISH-LANGUAGE EUROPE
SAMPLE	75 BUYER QUESTIONS / 4 AI SYSTEMS / 5 COMPETITORS
OBSERVED	15-17 JULY 2026 (ILLUSTRATIVE)

01 Buyer-question map	02 Visibility benchmark
03 Competitive analysis	04 Brand-accuracy review
05 Website readability review	06 Citation opportunity map
07 Attribution plan	08 90-day action plan

Prepared by AnswerSignal / Transparent methodology / No guaranteed-ranking claims



SAMPLE REPORT

Scope, methodology and interpretation

This sample shows the depth and structure of an AnswerSignal AI Discovery Revenue Audit. All companies, observations, percentages, quotations and outcomes are fictional and exist only to demonstrate the deliverable.

IMPORTANT

Do not treat any result in this report as a real claim about an actual company, AI platform, ranking system or market.

75 BUYER QUESTIONS	4 AI/SEARCH SYSTEMS	5 FICTIONAL COMPETITORS	3 days ILLUSTRATIVE COLLECTION
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Audit scope

Dimension	Illustrative specification
Client	Aster TalentOS - fictional B2B recruiting and applicant-tracking platform
Target buyer	Heads of Talent, HR Operations and Recruiting at 100-1,000 employee companies
Markets	Germany and English-language European buyer research
Question set	75 high-intent questions across discovery, comparison, validation and purchase stages
Systems	ChatGPT, Google AI Mode, Perplexity and Microsoft Copilot - named only to illustrate coverage
Competitors	Five fictional vendors used consistently throughout the sample
Observation unit	One recorded answer per approved question, system and market configuration
Commercial data	Illustrative analytics and CRM fields; no real customer or personal data

How to read the findings

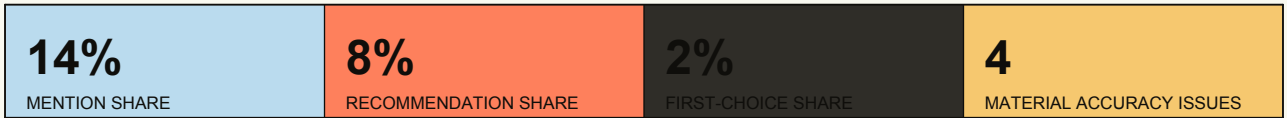
- + **Observation** states what the fictional sample recorded.
- + **Inference** explains a plausible commercial implication without claiming causation.
- + **Recommendation** proposes an action that can be owned, measured and reviewed.
- + **Confidence** reflects sample consistency, source quality and the limits of generated answers.

Generated answers can vary by wording, time, model, market, session and source availability. An operational audit repeats priority questions and preserves evidence where permitted.

EXECUTIVE SUMMARY

Aster enters the conversation, but rarely leads it

Aster TalentOS appears in a meaningful minority of buyer journeys, yet stronger competitor evidence, unclear packaging and inconsistent public product facts prevent it from becoming the default recommendation.



What matters most

Finding	Commercial implication	Priority response
Aster is visible mainly in general ATS questions	The brand enters awareness but drops out when buyers compare vendors or validate requirements	Build comparison and proof assets around three high-value use cases
MosaicHire leads recommendation share at 39%	The competitor is repeatedly supported by clearer integrations, pricing and external category evidence	Close source and website evidence gaps rather than chasing a generic score
Two high-risk product claims are inaccurate	Incorrect SSO packaging and German support information may disqualify Aster before a demo	Correct canonical product facts and the external pages repeating them
Website readiness is 55/100	Strong technical accessibility is undermined by unclear pricing, limited evidence and thin integration detail	Publish structured, fact-complete buyer pages
Attribution is incomplete	Known AI referrals are visible, but direct and self-reported discovery are not reconciled	Add CRM fields, self-reporting and confidence tiers

RECOMMENDED FOCUS

Use the first 30 days to repair high-risk facts and improve comparison-stage clarity. Use days 31-60 to publish evidence. Use days 61-90 to build authority and measure whether qualified discovery changes.

Expected decision

Do not launch a broad content program. Approve the prioritized 90-day plan, assign owners, and review recommendation share, brand accuracy and influenced pipeline at days 30, 60 and 90.

01

Buyer-question map

The commercial questions buyers ask before they visit a vendor website.

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Question architecture

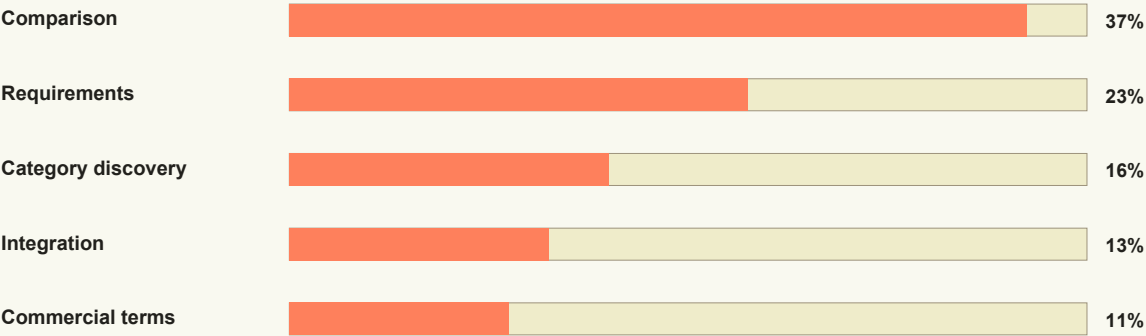
The map begins with the buyer journey, not a list of brand prompts. Questions are grouped by job, stage, market and commercial intent, then approved before observation.

20 DISCOVER	28 COMPARE	17 VALIDATE	10 PURCHASE
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Coverage by buyer job

Buyer job	Questions	Examples	Commercial signal
Define the category	12	Best recruiting software for a 300-person German company	Awareness and shortlist formation
Compare vendors	18	Aster TalentOS vs MosaicHire for multi-country recruiting	Direct competitive evaluation
Validate requirements	17	ATS with EU hosting, SSO and works-council controls	Risk and procurement qualification
Verify integrations	10	Recruiting software that integrates with Personio and Microsoft Teams	Implementation feasibility
Evaluate proof	8	ATS with measurable time-to-hire improvements in manufacturing	Evidence and internal approval
Confirm purchase	10	Aster pricing, implementation time and support in Germany	Demo and vendor-selection intent

Intent concentration



INTERPRETATION

Sixty percent of the sample sits in comparison, validation or purchase stages. Visibility here is more commercially meaningful than broad category mentions.

Priority question set

Stage	Priority buyer question	Aster status	Why it matters
Discover	What is the best ATS for a 300-person German technology company?	Mentioned, not recommended	Shortlist entry
Compare	Aster TalentOS vs MosaicHire for multi-country hiring	Absent	Named evaluation
Compare	Alternatives to Worklane Recruit with better analytics	Absent	Competitor displacement
Validate	Which ATS offers EU hosting, SSO and audit logs?	Mentioned with inaccurate SSO claim	Security qualification
Validate	Recruiting software with German-language implementation support	Incorrectly described as English-only	Local-market trust
Integration	ATS that integrates with Personio and Microsoft Teams	Teams noted; Personio omitted	Technical feasibility
Proof	ATS with recruiting analytics case studies for manufacturing	Absent	Evidence for internal approval
Purchase	Aster TalentOS pricing and implementation time	Pricing unavailable	Conversion friction

Gap diagnosis

- + **Strongest coverage:** general ATS discovery and workflow-automation questions.
- + **Weakest coverage:** named comparisons, German support, security packaging, integrations and implementation evidence.
- + **Highest-risk gap:** Aster is absent from six of ten purchase-stage answers.
- + **Fastest opportunity:** publish one canonical pricing and implementation page, then align comparison and integration facts around it.

Question governance

Rule	Application
Customer approval	Aster confirms the target roles, use cases, competitors and product facts before collection
Commercial relevance	Every question maps to a decision stage or known sales objection
Market context	Language, geography and buyer size are explicit where they materially change the answer
Repeatability	Priority questions are rerun with the same documented configuration
Change control	Questions are versioned; added or removed items remain visible in trend reporting

ACTION

Approve 50 core monitoring questions and 25 rotating research questions. Keep the core stable for trend analysis; use the rotating set to test new objections and categories.

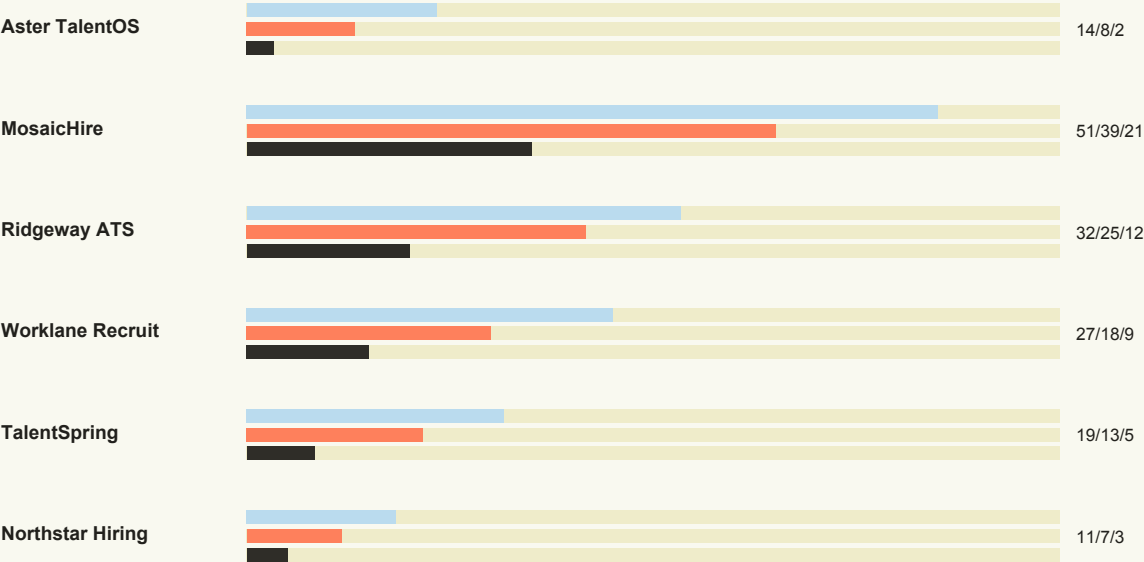
02

Visibility benchmark

Mention, recommendation and first-choice share across the approved buyer-question set.

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Market-level result



Each label shows mention / recommendation / first-choice share. Shares are based on fictional observations and are not real market measurements.

Stage-level visibility

Journey stage	Aster mentioned	Aster recommended	Leader recommended	Gap
Discover	30%	18%	44%	-26 pts
Compare	11%	7%	43%	-36 pts
Validate	12%	6%	35%	-29 pts
Purchase	10%	0%	30%	-30 pts

CRITICAL SIGNAL

Aster's discovery-stage visibility does not carry into purchase-stage recommendations. The issue is not simple awareness; it is missing decision evidence.

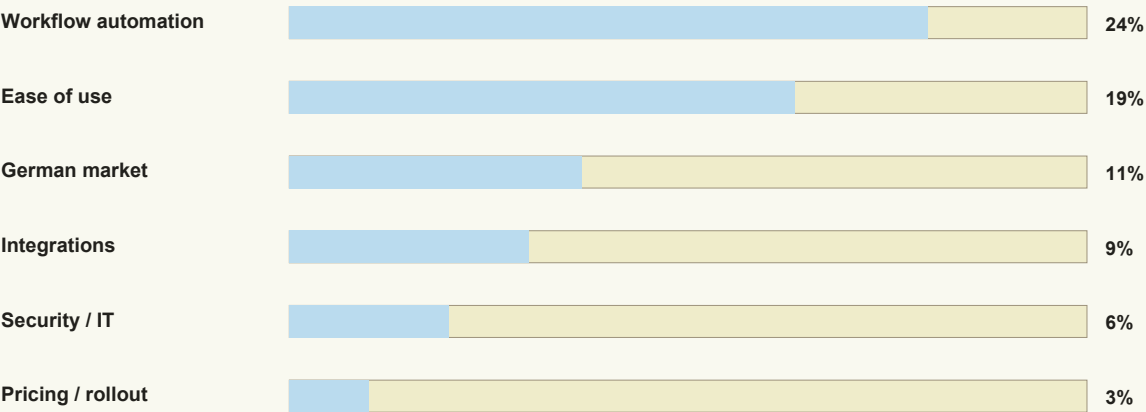
02 / VISIBILITY BENCHMARK

System and market breakdown

Variation across systems is expected. The useful signal is the repeated pattern: Aster trails on recommendation and first-choice outcomes wherever buyers ask about commercial or technical proof.

Illustrative system	Mention share	Recommendation share	First choice	Primary pattern
ChatGPT	17%	10%	3%	Aster appears in broad lists; weak comparison evidence
Google AI Mode	12%	7%	1%	External review and category sources dominate
Perplexity	16%	9%	2%	Documentation helps integrations; product facts conflict
Microsoft Copilot	11%	6%	2%	Microsoft ecosystem pages shape recommendations

Visibility by question theme



Confidence notes

Signal	Confidence	Reason
Aster trails MosaicHire overall	High	Pattern repeats across systems, stages and question themes
Pricing clarity is suppressing purchase visibility	Medium-high	Absence aligns with missing canonical pricing facts, but causation is not proven
One new page will increase recommendations	Low	Model behavior and external sources are not controlled
Brand-accuracy corrections are urgent	High	Claims can affect security and local-support qualification regardless of visibility

MEASUREMENT
RULE

Track a stable core set weekly or monthly. Report ranges and trends, not a single-answer ranking.

03

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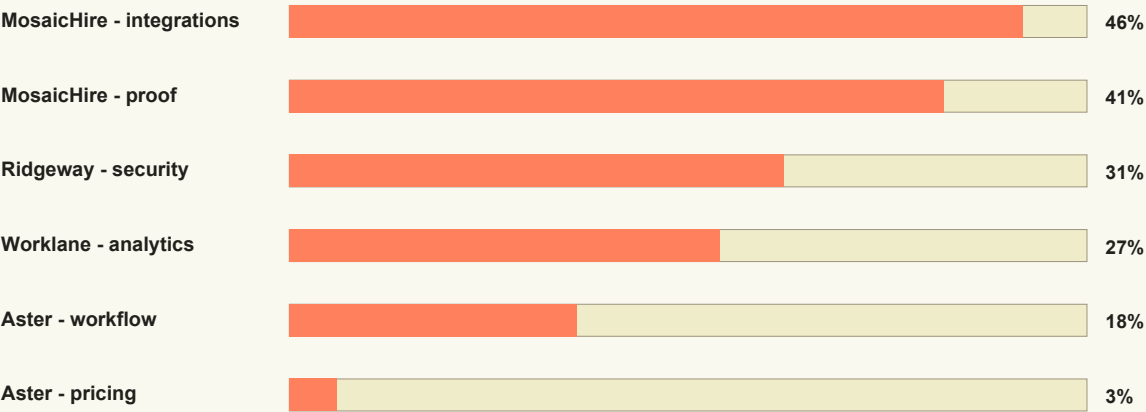
Competitive analysis

The questions competitors win, the evidence supporting them, and the gaps Aster can credibly close.

Why MosaicHire wins

Winning factor	Observed competitor advantage	Aster gap	Opportunity
Pricing clarity	Public packaging, implementation scope and buyer-size guidance	No canonical pricing page	Publish transparent starting ranges and qualification logic
Integrations	Detailed integration pages with setup and ownership facts	Thin directory entries	Create fact-complete pages for top five integrations
Security	Central trust content with SSO, audit log and hosting details	SSO packaging inconsistent	Correct facts and link all security claims to one source
Category proof	Review profiles and buyer guides repeat the same positioning	Sparse external evidence	Build a verified external source program
Comparison	Named alternative and use-case pages explain tradeoffs	No direct comparison assets	Publish balanced, evidence-backed comparisons
Case evidence	Specific outcomes by customer segment	Testimonials lack metrics	Produce two permissioned cases with baseline and method

Recommendation share by winning theme



STRATEGIC INTERPRETATION

Do not imitate every competitor page. Aster should defend its genuine workflow strength while closing three decision-critical evidence gaps: pricing, integrations and security packaging.

03 / COMPETITIVE ANALYSIS

Question-level competitive opportunities

Opportunity	Current winner	Why the winner appears	Aster response	Priorty
ATS for German mid-market teams	MosaicHire	Local cases, clear support and implementation facts	German market page with support model and two cases	P1
Personio integration	Ridgeway ATS	Detailed setup and synchronized-field documentation	Technical integration page plus troubleshooting FAQ	P1
SSO and audit logs	MosaicHire	Consistent trust and packaging information	Canonical security facts and schema-supported FAQ	P1
Manufacturing recruiting analytics	Worklane Recruit	Outcome-led case and industry article citations	Permissioned manufacturing case with baseline metrics	P2
Alternatives for collaborative hiring	TalentSpring	Balanced comparison and review coverage	Comparison guide emphasizing Aster workflow strengths	P2
Fast implementation	Northstar Hiring	Public timeline and customer onboarding evidence	Implementation overview with responsibilities and ranges	P2

Defensible territory

Workflow STRONGEST OWNED THEME	DACH BEST NEAR-TERM NICHE	Mid-market CLEAREST BUYER FIT
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Aster should not position itself as the universal ATS. A narrower claim is more credible: a collaborative recruiting operating system for European mid-market teams that need strong workflow control, practical integrations and transparent implementation.

Competitive-content standards

- + Use verifiable product facts, visible dates and a defined comparison methodology.
- + Describe where competitors may be a better fit; balanced comparisons are more trustworthy.
- + Avoid unverifiable superiority language, fabricated reviews and hidden promotional placements.
- + Review named comparisons at least quarterly and whenever packaging materially changes.

NEXT STEP

Interview five recent wins and five competitive losses. Use their real evaluation questions to confirm whether these content gaps reflect buying behavior.

04

Brand-accuracy review

Incorrect, incomplete or outdated product claims that can create commercial risk.

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12

CLAIMS REVIEWED

7

ACCURATE

3

INCOMPLETE

2

INACCURATE

Material issues

Observed claim	Status	Risk	Likely source	Required correction
SSO is available on every paid plan	Inaccurate	High	Outdated comparison page	State that SSO begins on Scale; update pricing and trust facts
German implementation support is unavailable	Inaccurate	High	Old directory profile	Publish current DACH support model and request profile correction
Personio integration is beta-only	Incomplete	Medium	Archived product announcement	Publish current availability, synchronized fields and limitations
EU data hosting is supported	Accurate, weakly evidenced	Medium	Security overview	Add region, subprocessors, retention and verification path
Typical implementation takes 2 weeks	Incomplete	Medium	Sales FAQ excerpt	Use a range by customer complexity and define responsibilities
Advanced analytics included	Incomplete	Low	Review-site feature list	Clarify standard dashboards vs optional analytics module

Accuracy remediation workflow

Step	Owner	SLA	Evidence
Confirm canonical fact	Product marketing + product owner	2 business days	Approved fact registry
Correct owned pages	Web/content	5 business days	Published URL and change record
Request external correction	PR/partnerships	10 business days	Request and response log
Re-observe priority questions	AnswerSignal analyst	After correction + 14 days	Updated answer evidence
Monitor recurrence	Product marketing	Monthly	Accuracy trend and source history

IMMEDIATE DECISION

Correct the SSO and German-support claims before running a visibility-improvement campaign. Accurate commercial facts are the minimum viable foundation.

Suggested brand-fact registry

- + Pricing and packaging; hosting and security; integrations and availability; implementation and support; markets and languages; product limits and exclusions.
- + Every fact should have an owner, approved wording, source URL, effective date and review date.

05

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Website readability review

How easily buyers and answer systems can find, interpret and verify Aster's commercial facts.

55/100	81	35	44
OVERALL READINESS	TECHNICAL ACCESS	PRICING CLARITY	PROOF STRENGTH

Readability scorecard

Dimension	Score	What works	What limits interpretation	Priority
Product clarity	62	Clear collaborative workflow message	Audience and use-case boundaries vary by page	P1
Pricing and packaging	35	Demo path is visible	No public range, inclusions or qualification logic	P1
Integrations	58	Directory exists	Pages lack synchronized fields, setup and ownership	P1
Security and trust	64	EU-hosting statement is visible	SSO packaging and evidence are inconsistent	P1
Case evidence	44	Several testimonials	Few baselines, metrics, methods or segment details	P2
Structured data	38	Basic Organization markup	No clear Product/Service facts or article authorship pattern	P2
Technical accessibility	81	Fast, indexable and mobile-friendly	Two accordion labels and table headings need correction	P2
Authorship and freshness	57	Resource dates are shown	Owners and review dates are inconsistent	P3

Priority page architecture

Page	Required facts	Primary buyer question
Pricing and implementation	Ranges, plan logic, implementation scope, timeline and responsibilities	Can I afford and deploy this?
Security and trust	Hosting, SSO, audit logs, subprocessors, retention and evidence	Will IT and procurement approve it?
Personio integration	Availability, synchronized objects, setup, limits and owner	Will it fit our HR stack?
German mid-market ATS	Audience, local support, workflow, implementation and cases	Is this credible for our market?
MosaicHire alternative	Fit, tradeoffs, factual comparison and proof	Why should Aster enter the shortlist?

WEBSITE PRINCIPLE

Make product facts explicit in visible HTML. Structured data can reinforce clarity, but it cannot replace clear buyer-facing content.

06

Citation opportunity map

External and owned sources that repeatedly support recommendation decisions.

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Current source pattern

The fictional sample recorded 126 source references across the observed answers. Aster-owned pages account for awareness-level facts, but competitor recommendations are more often supported by independent category, review and implementation evidence.

126 SOURCE REFERENCES	18% ASTER-OWNED	9% ASTER EXTERNAL	47% COMPETITOR EXTERNAL
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Opportunity map

Source type	Current Aster presence	Competitor strength	Opportunity	Priority
Category review platforms	Incomplete profiles	High	Correct packaging, markets, integrations and proof	P1
German HR publications	One old mention	Medium-high	Contribute evidence-led mid-market recruiting research	P1
Integration ecosystems	Thin directory listings	High	Publish technical pages and strengthen partner profiles	P1
Customer case studies	Testimonials only	High	Create permissioned cases with baseline, method and outcome	P1
Security directories	Limited	Medium	Maintain a complete trust profile and evidence links	P2
Communities and discussions	Organic, inconsistent	Medium	Support experts with accurate resources; never manufacture participation	P2
Comparison publishers	Rarely included	High	Offer corrections and verifiable facts without buying covert placement	P2
Owned documentation	Strong workflow docs	Medium	Extend documentation into integrations, rollout and analytics	P2

Source selection criteria

- + **Buyer relevance:** the source is used during real evaluation, not merely available for a backlink.
- + **Factual control:** Aster can verify and maintain the information it contributes.
- + **Editorial integrity:** placement is transparent; no fabricated reviews or disguised promotion.
- + **Durability:** the source is likely to remain accessible and updateable.
- + **Measurement:** profile corrections, citations, qualified visits and influenced opportunities can be observed.

FIRST 30 DAYS

Repair the five highest-impact profiles and partner pages before pursuing new publicity. Consistency across existing sources is faster and safer than creating volume.

07

Attribution plan

A transparent method for connecting AI-assisted discovery to visits, leads and pipeline.

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Attribution model

Confidence tier	Evidence	Reporting label	Example
Identified	Known AI referrer, tracked campaign or explicit source field	AI-originated	Referral visit creates a demo and opportunity
Self-reported	Buyer names an AI assistant or generated answer	AI-discovered	Form response: 'Found you through ChatGPT'
Associated	Account had tracked AI engagement before opportunity creation	AI-associated	Benchmark visit precedes a demo from the same company
Influenced	Sales confirms AnswerSignal content supported evaluation	AI-influenced	Buyer shares an AI comparison during the sales cycle
Unknown	No reliable evidence	Unattributed	Direct visit with no self-report or account match

Required tracking changes

Layer	Implementation	Owner	Timing
Website analytics	Preserve known AI referrers, landing page, first/latest UTM and conversion events	Growth analytics	Week 1
Forms	Add optional 'How did you first hear about us?' with AI-assistant option and free text	Demand generation	Week 1
CRM lead	Create original discovery, latest source, confidence tier and evidence-note fields	Revenue operations	Week 2
CRM opportunity	Add AI-associated/influenced flag, evidence link and reviewer	Revenue operations	Week 2
Sales process	Ask discovery-source question consistently and preserve buyer wording	Sales leadership	Week 2
Reporting	Separate identified, self-reported, associated and influenced pipeline	Marketing operations	Week 3

Illustrative dashboard

Metric	Baseline	90-day target	Interpretation
Known AI referrals	84/month	120/month	Directional traffic signal; incomplete
Self-reported AI discoveries	3/month	8/month	Higher-confidence discovery evidence
Qualified demos	1/month	3/month	Commercial correlation, not causation
AI-associated pipeline	EUR 0	EUR 15K+	Opportunity value with evidence and confidence label
Attribution completeness	38%	70%	Share of new opportunities with a useful discovery source

REPORTING
BOUNDARY

Never combine identified and influenced revenue into one causal number. Preserve the evidence and confidence tier behind every commercial claim.

08

90-day action plan

A sequenced program with owners, evidence and decision gates.

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Plan logic

Days 1-30 CORRECT + CLARIFY	Days 31-60 PROVE + COMPARE	Days 61-90 EARN + MEASURE
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Phase roadmap

Phase	Objective	Core work	Exit condition
1. Foundation	Remove disqualifying errors and create canonical facts	SSO/support corrections, pricing, security, integration facts, attribution fields	No unresolved high-risk claim; five priority pages approved
2. Decision evidence	Strengthen comparison and validation-stage coverage	Comparison guide, two integration pages, implementation page and first case	Assets published and priority questions re-observed
3. Authority and measurement	Build credible external evidence and evaluate commercial movement	Profile repairs, partner sources, benchmark, second case and pipeline review	Trend, action uptake and pipeline signals support next investment

Prioritization framework

Score	Definition
Impact	Expected effect on shortlist entry, accuracy, buyer confidence or measurable commercial signal
Confidence	Strength and repeatability of the underlying observation
Effort	Cross-functional time, technical complexity and dependency load
Priority	(Impact x Confidence) divided by Effort, adjusted for material brand risk

MANAGEMENT RULE

Review progress every two weeks. Do not add work unless an existing item is completed, removed or explicitly deprioritized.

90-day outcome targets

Outcome	Baseline	Target	Decision
Recommendation share	8%	12-15%	Continue monitoring if movement repeats across core questions
High-risk inaccuracies	2	0	Escalate any recurrence to product marketing
Purchase-stage recommendations	0%	5%+	Validate pricing and implementation evidence
Attribution completeness	38%	70%	Use pipeline analysis only above the threshold
AI-associated pipeline	EUR 0	EUR 15K+	Treat as associated until sales evidence supports influence

08 / 90-DAY ACTION PLAN

Prioritized action register

#	Action	Owner	Timing	Impact	Effort	Evidence of completion
1	Correct SSO and German-support facts across owned and external sources	Product marketing	Days 1-10	High	Low	Fact registry, corrected URLs and request log
2	Publish pricing and implementation page with ranges and responsibilities	Product marketing + web	Days 1-20	High	Med	Page live; sales and legal approved
3	Consolidate security, hosting, SSO, audit-log and retention facts	Security + product	Days 1-20	High	Med	Canonical trust page and evidence links
4	Create complete Personio and Teams integration pages	Product + content	Days 15-35	High	Med	Availability, setup, fields, limits and owner visible
5	Implement discovery-source and confidence fields in analytics and CRM	RevOps + growth	Days 1-21	High	Med	End-to-end test from visit to opportunity
6	Publish German mid-market buyer page	Content + DACH lead	Days 21-40	Med-high	Med	Local support, workflow, rollout and proof included
7	Publish balanced MosaicHire alternative guide	Product marketing	Days 30-50	Med-high	Med	Dated facts, methodology and tradeoffs reviewed
8	Produce permissioned manufacturing customer case	Customer marketing	Days 30-60	High	High	Baseline, method, outcome and customer approval
9	Repair five priority external profiles and partner listings	Partnerships / PR	Days 15-45	Med-high	Med	Profiles consistent with approved registry
10	Publish category benchmark using transparent methods	Research + content	Days 45-75	Med	High	Report live with sources and limitations
11	Re-observe 50 core questions and compare with baseline	AnswerSignal analyst	Days 30/60/90	High	Med	Trend report with preserved evidence
12	Review influenced pipeline and decide the next 90-day investment	CMO + RevOps	Days 85-90	High	Low	Decision memo with confidence-labeled revenue

FIRST MOVE

Fix facts before seeking reach. The first ten days should remove incorrect SSO and German-support claims from the buyer journey.

Operating cadence

Cadence	Meeting	Output
Weekly	30-minute owner check	Progress, blockers, changed evidence and next actions
Biweekly	Marketing/product review	Fact approvals, content decisions and scope control
Day 30 / 60 / 90	Executive evidence review	Visibility trend, accuracy, action uptake and commercial signals
Day 90	Investment decision	Continue, narrow, redesign or stop based on evidence

FINAL RECOMMENDATION

Treat visibility as a commercial evidence system, not a ranking contest

The fictional sample suggests that Aster's strongest near-term opportunity is not to create more generic content. It is to make its genuine product advantages easier to verify at the exact moments buyers compare, validate and select vendors.

DECISION

Approve the 90-day plan with one accountable owner per action. Reassess investment only after accuracy is repaired, priority pages are live, the core question set is re-observed and attribution completeness improves.

What AnswerSignal would deliver with a real audit

Artifact	Included
Leadership PDF	Findings, interpretation, recommendations and decision gates
Evidence workbook	Every approved question, observed answer, citation, competitor result and metadata field
Shared baseline workspace	Question set, brand facts, actions, owners and trend-ready observations
Findings presentation	45-minute leadership session and recording
Follow-up	One working session to confirm ownership, priorities and measurement

Methodology boundaries

- + Results describe documented observations, not proprietary ranking factors.
- + Answer variability requires repeated observations and transparent configuration.
- + Visibility change does not prove that an action caused revenue.
- + External corrections, citations and recommendations cannot be guaranteed.
- + Ethical work excludes fabricated reviews, covert promotion, spam and deceptive source manipulation.

Sample status: Aster TalentOS, all competitors, all observations, all metrics and all commercial outcomes in this document are fictional. This PDF demonstrates report structure and design only.

AnswerSignal: AI discovery revenue intelligence for B2B software companies.

Know which AI-assisted buying conversations you are losing, why competitors are winning, and which actions are most likely to improve visibility and pipeline.