SANDCASTLE LABS.

AI VISIBILITY REPORT

SCANNED OCT 7, 2026

Notion

https://www.notion.com

AI VISIBILITY SCORE

75 /100 ±9

0 25 50 75 100

±9: ask again and the score lands in this range 95 times in 100.

ENGINES THAT NAME YOU

3 of 3

AI engines name Notion when buyers ask without saying your name.

- Claude
- Gemini
- ChatGPT

WHAT CHATGPT SAID

“Wikis Confluence (Atlassian) - Features: Collaborative wiki, integration with Jira and Trello, templates.”

THIS SCAN **3 engines · 96 answers** · Claude, Gemini, ChatGPT · 20 buyer questions

Your top three AEO and GEO moves

Low-effort fixes, in the order we'd do them.

1 **AI answers buyer questions about you without ever mentioning Notion**

NOW

16 of 32 buyer-problem prompts didn't mention Notion at all.

FIX

1. Map the buyer questions where Notion was absent and publish dedicated answer-first content for each. 2.

2 **Notion appears in only 4/16 problem-led prompts, meaning LLMs fail to associate Notion with the specific pain points buyers describe when they are not already thinking of a brand name, creating a comparison-content gap that lets Confluence and Coda capture those moments instead.**

FIX

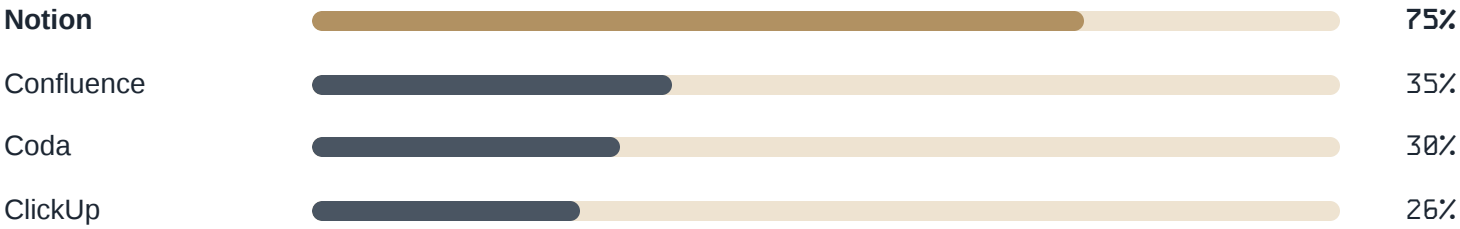
Create a dedicated page at /why-notion (or /notion-vs-scattered-tools) that maps the five most common team pain points, such as context lost across apps, slow onboarding, and…

3 **Notion has no measurable differentiation signal against Confluence (35.0% share-of-voice) and Coda (30.0% share-of-voice) in alternative-seeking prompts, because there is no dedicated comparison page that LLMs can cite when a buyer asks 'what is a better alternative to Confluence' or 'Notion vs Coda.'**

FIX

Publish two dedicated comparison pages: /notion-vs-confluence and /notion-vs-coda.

Who AI names instead of you



High five! You did it.

AI is confidently wrong about a lot of things.
Your company might be one of them.

Schedule a call with us

Sandcastle Labs · Denver · sandcastlelabs.ai · Scans run on Collimer, our engine

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