§01 · MEASUREMENT

Notion

https://www.notion.com / scanned Oct 7, 2026

Your AI visibility score out of 100, with the ±9 confidence interval drawn to scale. Measured by asking the major AI assistants the questions your buyers ask.

This report shows how AI assistants describe your brand today, and the single change most likely to move that. Paste the block below into ChatGPT, Claude, or your AI assistant to get a finished first draft.

§02 · THE MOVE

YOUR TOP MOVE

Voice detected: Notion sounds calm and confident — using clean, declarative language that positions AI collaboration as natural and inevitable rather than hype-driven

MEDIUM IMPACT M EFFORT

AI answers buyer questions about you without ever mentioning Notion

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

Here's the fix: 1. Map the buyer questions where Notion was absent and publish dedicated answer-first content for each. 2. Phrase the page's headings as the buyer questions themselves (H2/H3) with a direct 40–60 word answer beneath each, not FAQ schema, which doesn't move AI citations. 3. Re-scan in 4–6 weeks after publishing to measure change.

PASTE THIS INTO CHATGPT, CLAUDE, OR YOUR AI ASSISTANT

```
You are an expert content strategist helping a brand get cited by AI assistants
(ChatGPT, Claude, Perplexity, Google AI).
Carry out the recommendation below and produce the finished, ready-to-publish result.

RECOMMENDATION
AI answers buyer questions about you without ever mentioning Notion

WHY IT MATTERS
16 of 32 buyer-problem prompts didn't mention Notion at all.
```

```
WHAT TO DO
1. Map the buyer questions where Notion was absent and publish dedicated answer-first
content for each.
2. Phrase the page's headings as the buyer questions themselves (H2/H3) with a direct
40–60 word answer beneath each, not FAQ schema, which doesn't move AI citations.
3. Re-scan in 4–6 weeks after publishing to measure change.

Write the complete, ready-to-publish content that implements this. Output only the
final content — no placeholders to fill in, no meta-commentary.

BRAND VOICE
Notion sounds calm and confident — using clean, declarative language that positions AI
collaboration as natural and inevitable rather than hype-driven
Distinctive traits: conceptually elevated (capitalizing 'Think' to signal
intentionality), plain but purposeful — short sentences, no jargon, high clarity,
socially validated without being boastful — proof points stated flatly
```

Collimer does this automatically and verifies the result. See Team.

§03 · SHARE OF VOICE

Who AI names instead of you

Notion	75%
Confluence	35%
Coda	30%
ClickUp	26%

§04 · BY ENGINE

Visibility by AI Provider

anthropic	75%
openai	75%

§05 · WHAT ELSE

What else to fix

↑ **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.**

Why: Notion appears in only 4/16 problem-led prompts, meaning LLMs fail to associate Notion with the spec…
Fix: Create a dedicated page at /why-notion (or /notion-vs-scattered-tools) that maps the five most commo…

↑ **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.'

Why: Notion has no measurable differentiation signal against Confluence (35.0% share-of-voice) and Coda (…
Fix: Publish two dedicated comparison pages: /notion-vs-confluence and /notion-vs-coda. Each page should …

↑ **No link to a YouTube channel found on your homepage**

Why: No link to a YouTube channel found on your homepage
Fix: We found no link to a YouTube channel on your site, if you have one, link it from your footer; if no…

↑ **Add the right structured data**

Fix: Mark up your core pages with the correct schema.org type for your category (e.g. SoftwareApplication…

↑ **Lead with the answer in your first paragraph**

Fix: Open each key page with a one- to two-sentence answer to the question it is named for, then support …

↑ **Earn placements on the sources assistants cite**

Fix: Pursue listings and reviews on category roundups, comparison directories, and listicles in your spac…

↑ **Make your key content server-rendered**

Fix: Ensure your core copy is present in the initial HTML rather than loaded client-side.

↑ **Publish honest comparison pages**

Fix: Add a comparison page for each main competitor, conceding their strengths and stating where you fit.

↑ **Page is missing Organization schema**

Why: Page is missing Organization schema
Fix: Add a `<script type="application/ld+json">` block with Organization markup. See schema.org/Organizat…

↑ **Page is missing Product schema**

Why: Page is missing Product schema
Fix: Add a `<script type="application/ld+json">` block with Product markup. See schema.org/Product for th…

WHAT HAPPENS NEXT

$0 · you are here

Free scan

The number, the move, and who gets named instead.

$99 · one time

The $99 audit

Every probe response, all five buyer-intent categories, and a rewrite template per move.

$6,500 · 90 days · 2026 founding rate

The sprint

A manifesto, a content strategy, and work that ships. Starts with a conversation.

Act on the move above and scan again in a month. The score is built to be re-measured.

sandcastlelabs.ai/scan

Powered by Collimer · collimer.com · Free report — upgrade for full analysis