SANDCASTLE LABS.

AI VISIBILITY REPORT

SCANNED OCT 7, 2026

Stripe

https://stripe.com

AI VISIBILITY SCORE

78 /100 ±9

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

ENGINES THAT NAME YOU

3 of 3

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

- Claude
- Gemini
- ChatGPT

WHAT CHATGPT SAID

“PayPal: A long-standing leader in online payments, known for its security and ease of use.”

THIS SCAN **3 engines · 94 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 **Optimise GitHub README for AI search, github.com is cited 2× in category queries**

NOW
github.com cited 2× in AI responses for Online payments platform; Stripe's README is not the page being surfaced.

FIX
Update README: (1) First 3 lines must contain 'Online payments platform' and your core differentiator.

2 **Checkout.com's low share-of-voice (3.8%) signals that LLMs have weak comparative content anchoring the Stripe-versus-Checkout.com decision, leaving an uncontested gap that a well-cited comparison page could own.**

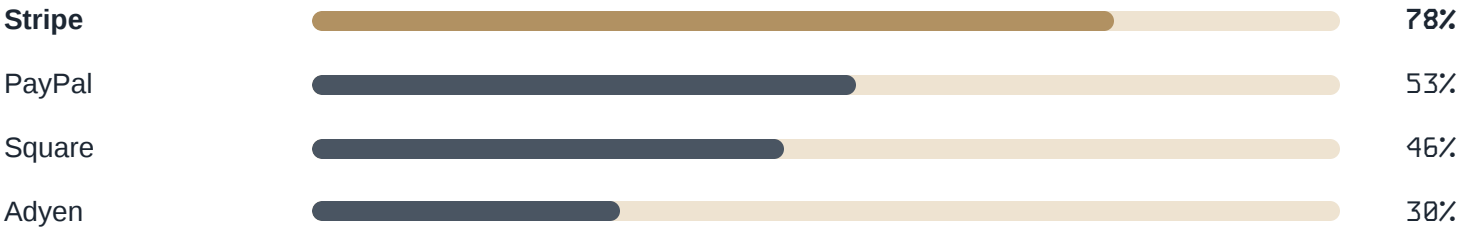
FIX
Create a dedicated page at /stripe-vs-checkout-com that covers: pricing model differences, supported geographies, developer integration depth, supported payment methods, and…

3 **AI answers buyer questions about you without ever mentioning Stripe**

NOW
17 of 32 buyer-problem prompts didn't mention Stripe at all.

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

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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