

§01 • MEASUREMENT

Stripe

<https://stripe.com> / scanned Oct 7, 2026

78

0 25 50 75 100

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: Stripe sounds authoritative and quietly confident, using precise, scale-signaling language to position itself as the serious infrastructure choice for ambitious businesses.

HIGH IMPACT

5 EFFORT

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.

Why: 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.

Here's the fix: Create a dedicated page at /stripe-vs-checkout-com that covers: pricing model differences, supported geographies, developer integration depth, supported payment methods, and onboarding speed. Write each section as a factual comparison paragraph, not a feature table alone, so LLMs can extract prose citations. Include a short section titled 'When to choose Stripe' and 'When Checkout.com may fit differently' to signal balanced authority. Submit the URL to Google Search Console for indexing priority. This page gives LLMs a citable, structured source for alternative-seeking and comparative prompts where Checkout.com is the named competitor.

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

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.

WHY IT MATTERS

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.

WHAT TO DO

Create a dedicated page at /stripe-vs-checkout-com that covers: pricing model differences, supported geographies, developer integration depth, supported payment methods, and onboarding speed. Write each section as a factual comparison paragraph, not a feature table alone, so LLMs can extract prose citations. Include a short section titled 'When to choose Stripe' and 'When Checkout.com may fit differently' to signal balanced authority. Submit the URL to Google Search Console for indexing priority. This page gives LLMs a citable, structured source for alternative-seeking and comparative prompts where Checkout.com is the named competitor.

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

Stripe sounds authoritative and quietly confident, using precise, scale-signaling language to position itself as the serious infrastructure choice for ambitious businesses.

Distinctive traits: scale-obsessed precision – every claim is quantified ('\$1.9T,' '99.999%', '500M+ API requests'), enterprise-credible without jargon – 'financial infrastructure' and 'revenue models' are technical but plain, growth-framing over feature-listing – CTAs and headlines center outcomes ('grow your revenue') not product specs

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

§03 • SHARE OF VOICE

Who AI names instead of you

Stripe	78%
PayPal	53%
Square	46%
Adyen	38%

§04 • BY ENGINE

Visibility by AI Provider

What else to fix

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

Why: 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 ea...

↑ **Stripe is completely absent from problem-led prompts, meaning LLMs do not associate the brand with the pain points buyers describe before they know which solution to search for.**

Why: Stripe is completely absent from problem-led prompts, meaning LLMs do not associate the brand with t...

Fix: Create a dedicated page at /payment-problems (or /why-businesses-switch-payment-platforms) that open...

↑ **Optimise GitHub README for AI search, github.com is cited 2× in category queries**

Why: github.com cited 2× in AI responses for Online payments platform; Stripe's README is not the page be...

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

↑ **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...

↑ **Stripe is invisible on problem-led queries, publish discovery-intent blog posts**

Why: Stripe appeared 0/16 times in problem-led queries, buyers describing 'the described problem' won't f...

Fix: Publish 3 blog posts using buyer pain language specific to the described problem and Online payments...

↑ **Page has 2 h1 elements**

Why: Page has 2 h1 elements

Fix: Promote the most important h1 and demote the others to h2/h3. Multiple h1s dilute the page's topical...

↑ **Page is missing LocalBusiness schema**

Why: Page is missing LocalBusiness schema

Fix: Add a `

\$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

MEASURED WITH COLLIMER, BY SANDCASTLE LABS

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