

GEO SAMPLE REPORT

Arvo Finance

ASX: ARV · Embedded finance · Prepared by Homin Studio

What this report measures

When founders, investors and customers have a question today, they increasingly ask an AI: ChatGPT, Claude, Perplexity, Google's AI answers. This report checks one thing: **how often those AI tools actually mention your company** when it matters. We asked each platform 100 real-world questions and counted where Arvo showed up.

OVERALL VISIBILITY

56%

of AI answers mention Arvo when the topic is relevant to your business.

01 The results

100 questions · 4 AI platforms



How often each AI platform mentions Arvo in a relevant answer · dark bar = biggest opportunity

56%

Known by name. Ask AI about “Arvo” directly and it recognises you.

40%

Found by need. Ask about what you *do*, without naming you, and you appear.

25%

In investor searches. “Best ASX fintech to invest in”, you show up here.

02 What the data tells us

1 You're known by name, but hard to discover

Search “Arvo” and AI knows you 56% of the time. But most first-time investors and partners don't search your name; they search the problem. There, you drop to **40%**. That 16-point gap is where new attention is lost before anyone learns who you are.

2 Investors are meeting your competitors first

When someone asks AI “best ASX fintech to invest in” or “embedded finance stocks,” Arvo appears in just **25% of answers**. Competitors fill the other three-quarters of the conversation.

3 Your weakest platform is a fast-growing one

ChatGPT already mentions you 68% of the time, which is strong. Google's AI answers sit at just **44%**. Each platform draws on different sources, so the fix is different for each, and Google is the one to close.

03 Where we'd start

3 moves, in order

Write for the questions people actually ask **FIRST**

Most discovery happens through problem-based searches like “embedded finance on the ASX” or “SME lending infrastructure Australia”, not your company name. We'd build content around those real questions so AI has a reason to name Arvo. **This closes the 40% discovery gap.**

Fix Google's AI answers first **BIGGEST GAP**

At 44%, Google AI has the most room to grow and is one of the fastest-rising places people research businesses. Structuring your content the way Google's AI likes to cite moves this number directly.

Get named by the sources AI trusts **COMPOUNDS**

AI pulls its answers from a small, repeated set of trusted sites: the AFR, ASX announcements, Fintech Australia, industry press. **One placement in any of them flows straight into future AI answers,** across every platform.

Want to see your numbers?

This is a sample built on fictional data. We'll run the same audit on your real company, free, so you can see exactly where AI does and doesn't mention you, and what to do about it.

[Get your free baseline audit →](#)