

# AI Search Visibility Mini Audit

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### How AI Engines Recommend AI Meeting Notes Tools

**Date:** June 2, 2026

**Category:** AI meeting notes / AI meeting assistants

**Engines tested:** ChatGPT, Gemini, Perplexity

**Sample size:** 10 buyer-intent prompts

#### Short Version

I tested how ChatGPT, Gemini, and Perplexity recommend AI meeting notes tools when buyers ask practical software-discovery questions.

The strongest overall visibility came from **Fireflies.ai** and **Fathom**, but the recommendations changed sharply by buyer intent.

- **Fireflies.ai** won broad team, CRM, startup, sales, and action-item prompts.
- **Fathom** performed strongly in free-value, Zoom, solo-user, and small-team prompts.
- **Avoma** appeared less often overall, but became much stronger in sales and CRM-heavy prompts.
- **Granola** and **Jamie** became much more visible when the prompt mentioned bot-free or privacy-sensitive meeting notes.

The main lesson: AI engines do not recommend one universal “best” meeting notes tool. They split recommendations by use case.

#### Visibility Snapshot

| Brand        | Mentions In Sample | Strongest AI Search Positioning                |
|--------------|--------------------|--|
| Fireflies.ai | 26                 | Team workflows, CRM integration, action items, |

| Brand    | Mentions In Sample | Strongest AI Search Positioning                           |
|----------|--------------------|---|
|          |                    | sales calls   |
| Fathom   | 21                 | Free value, Zoom workflows, solo users, small teams       |
| Granola  | 10                 | Bot-free notes, consultants, founders, client calls       |
| Otter.ai | 9                  | Live transcription, familiar/default transcription option |
| tl;dv    | 9                  | Free recording, searchable meeting archive, alternatives  |
| Avoma    | 8                  | Sales teams, CRM-heavy workflows, follow-ups              |
| Read.ai  | 8                  | Meeting intelligence, analytics, action items             |
| Jamie    | 7                  | Bot-free, privacy-sensitive meetings                      |
| Notta    | 7                  | Multilingual transcription, HubSpot-style workflows       |
| Gong     | 6                  | Enterprise revenue intelligence                           |

## What Changes By Prompt Type

| Buyer Intent      | Typical Winners                      | What The AI Answer Rewarded                                       |
|-------------------|--------------------------------------|---|
| Best overall tool | Fathom, Fireflies, Otter, Read AI    | Simple positioning, free-plan value, broad category recognition   |
| Startup teams     | Fireflies, Fathom, Granola, tl;dv    | Searchable calls, team memory, integrations, low-friction pricing |
| CRM integration   | Fireflies, Avoma, Fathom, Gong       | HubSpot/Salesforce syncing, task creation, deal/contact logging   |
| Action items      | Fireflies, Avoma, Read AI, Sembly AI | Task extraction, owners, due dates, follow-up workflows           |
| Sales teams       | Avoma, Fireflies, Gong, Fathom       | CRM hygiene, coaching, deal context, sales-call summaries         |
| Bot-free notes    | Granola, Jamie, Supernormal, Krisp   | No meeting bot, privacy, client comfort, local/desktop capture    |

## Why This Matters

AI search answers appear to reward brands that make their strongest use cases easy to understand.

For example:

- A CRM prompt rewards clear integration pages.
- A sales-team prompt rewards revenue-workflow language.
- A consultant prompt rewards privacy and client-ready notes.

- A bot-free prompt rewards pages that clearly explain “no bot joins the meeting.”
- An alternative prompt rewards comparison pages and third-party review signals.

Generic category copy is not enough. Brands need pages that map to the way buyers ask AI tools for recommendations.

## Recommended Content Fixes

For a meeting-notes SaaS brand, the highest-leverage pages are:

### 1. CRM integration page

Explain exactly how notes attach to contacts, companies, deals, and opportunities.

### 2. Action items page

Show how the product detects tasks, owners, deadlines, and follow-ups.

### 3. Sales team page

Connect meeting notes to pipeline hygiene, coaching, qualification, and deal context.

### 4. Consultant / client-call page

Address bot visibility, privacy, polished notes, decisions, risks, and client follow-ups.

### 5. Comparison pages

Examples: Fireflies vs Fathom, Fireflies vs Avoma, Fathom alternatives, Otter alternatives.

### 6. Pricing and FAQ pages

Make free-plan limits, integrations, privacy, retention, and platform support easy to find.

## Full Audit Offer

A full AI Search Visibility Audit would test:

- 100 buyer-intent prompts
- ChatGPT, Gemini, and Perplexity
- 3-5 direct competitors
- prompt-level visibility gaps
- cited source patterns
- a 30-day content and AI visibility action plan

The goal is not just to count mentions. The goal is to understand which buyer questions your brand wins, which ones competitors win, and what content or third-party signals can shift those answers.