AnswerFolk

STARTING REPORT · SEO AND AEO

Tessel on Google and in AI answers today

tessel.example

The searches and buyer questions about cookieless analytics for small SaaS teams closest to a sign-up, the products AI answers name in Tessel's place, and the 31 changes planned for your first three months.

AEO is answer engine optimisation: getting named in ChatGPT and other AI answers.

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23 November 2026

A sample report. Tessel is made up, and so is every number in it. The products it names are real.

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What's in this report

Google comes first. The AI answers and the plan both depend on how Tessel's pages do on search and what crawlers can read.

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THE SHORT VERSION

Google brought 61 of Tessel's 215 sign-ups in 28 days, and /saas averages position 11.4 for "website analytics for saas", just off page one. On buyer questions without Tessel's name, Perplexity names it in 10 of 21 answers and the other three engines in 4 of 61.

1,912
clicks from Google in 28 days, against 1,780 the 28 days before

69
sign-ups from Google and Bing in 28 days, of 215 in all

14 of 82
AI answers that named Tessel when the question didn't

1,186
times Microsoft Copilot cited tessel.example in 28 days

THE FIRST THREE CHANGES

All 35 are on the plan pages, in order

1. **Show the free plan to crawlers on /pricing**
   ChatGPT said Tessel has a 14-day trial; it has a free plan up to 10,000 page views a month. Crawlers without JavaScript see no plans on /pricing.
   /pricing · for "How much is Tessel for a small SaaS?"
   Google and AI answers · We draft it, you approve it

2. **Rewrite the /saas title and opening**
   It averages 11.4 for this search, with 9 clicks from 1,240 impressions in 28 days.
   /saas · for "website analytics for saas" · Google and AI answers · We draft it, you approve it

3. **Claim and fill in the G2 and Capterra profiles**
   G2 was cited in 19 and Capterra in 14 of the 68 answers that skipped Tessel.
   Other sites · for "What's the best privacy-friendly analytics for a small SaaS?"
   AI answers · Needs a step only you can take

GOOGLE · FROM YOUR SEARCH CONSOLE

Searches you're close to winning

Search Console data for 25 Oct to 21 Nov. These are Google's own impressions and clicks. Positions are Google's average for each search.

1,912
clicks, +7% on the 28 days before

148,300
impressions, +12% on the 28 days before

1.3%
of impressions got a click

On page one or two, not yet in the top three

SEARCH	YOUR PAGE	POSITION	SHOWN	CLICKS
what are utm parameters	/blog/utm-parameters	5.2	11,600	214
website analytics for saas	/saas	11.4	1,240	9
utm builder	/tools/utm-builder	6.8	7,450	168
cookie banner needed for analytics	/blog/cookie-banner-analytics	9.6	5,280	44
replace google analytics wordpress	/integrations/wordpress	14.2	410	2
nextjs analytics	/integrations/nextjs	8.9	3,410	37
track conversions without cookies	/features/goals	16.3	330	1
google analytics alternatives	/blog/google-analytics-alternatives	12.7	2,140	9
wordpress analytics without cookies	/integrations/wordpress	7.4	1,980	31
check what cookies a website uses	/blog/cookie-banner-analytics	18.6	520	1

Clicks rose 7% on the 28 days before

Tessel got 1,912 clicks from 148,300 impressions, up from 1,780 clicks and 131,900 impressions.

Blog posts take most of the clicks

Blog posts got 1,206 of the 1,912 clicks, while /saas, /pricing and the integration pages got 311 between them.

Your main SaaS page is on page two

/saas averages 11.4 for "website analytics for saas" and got 9 clicks from 1,240 impressions.

SIGN-UPS · WEEK ZERO

Where sign-ups come from today

215 sign-ups from 25 Oct to 21 Nov, by where each person first came from. Every Monday report compares against these numbers, so you can see what the work changes.

CAME FROM	SIGN-UPS
Google	61
Bing	8
AI answers	9
Everything else	137

The AI answers figure counts only visits that arrive with a referrer. ChatGPT and Perplexity send one, but many app visits arrive without it, so some of these sign-ups sit in Everything else.

FIRST PAGE	SIGN-UPS
/tools/utm-builder	19
/pricing	14
/blog/utm-parameters	11
/integrations/nextjs	9
/saas	6

Where people who came from a search engine first landed. These pages brought 59 of the 69 sign-ups from search.

Who else ranks for your searches

For each site, how many of Tessel's searches it also ranks for in Google's top 20, and how many searches it has on page one. The counts are estimates from DataForSEO, 21 Nov. We leave out traffic estimates: they're often two or three times out.

SITE	SHARED SEARCHES	ON PAGE ONE FOR	REFERRING DOMAINS
tessel.example (you)	–	46	310
plausible.io	1,240	9,800	14,200
matomo.org	880	21,500	38,000
usefathom.com	610	3,900	6,100
simpleanalytics.com	520	2,700	4,300
umami.is	340	1,100	2,600

YOUR SITE · TECHNICAL CHECKS

What crawlers find

We fetched your pages with JavaScript off, which is how most AI crawlers read them. Google runs scripts too, but in a later pass. Eight things need fixing or adding.

NEEDS WORK	**Pricing readable without JavaScript** The plan table and page-view slider on /pricing need JavaScript, so crawlers without it see no plans, not even the free one.
	Feature pages without JavaScript Four of the six /features pages show only a loading spinner with JavaScript off.
	Page titles Eleven pages, including /saas and every integration page, reuse the homepage title “Tessel – Privacy-first analytics”.
	Canonicals and redirects Both www and the bare domain load, blog posts have no canonical tag, and Google has indexed 38 duplicates.
	Docs pages indexable All 64 docs articles send noindex, including the WordPress and Next.js setup guides.
NOT THERE	**Structured data** No page has Organization or SoftwareApplication markup, so nothing states Tessel’s name, logo, category or free plan.
	Comparison pages No page compares Tessel with Google Analytics, Plausible, Fathom or Matomo, the four products AI answers name most.
	llms.txt You don’t have one. Some AI tools read it, though Google says it doesn’t.
COULDN’T CHECK	**Core Web Vitals on mobile** Search Console has too few mobile visits to report field data for most pages. We’ll measure them in week one.
OK	**AI crawlers allowed** robots.txt lets GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot and Bingbot in.

AI ANSWERS · BUYER QUESTIONS

Buyer questions, engine by engine

Nine questions a buyer would ask, put to four engines three times each on 18 Nov, from the US. One square per answer, so you can see how much they vary between runs.

■ Mentions Tessel, links your site ▢ Mentions Tessel, unlinked – Answered without Tessel ⬚ No usable answer

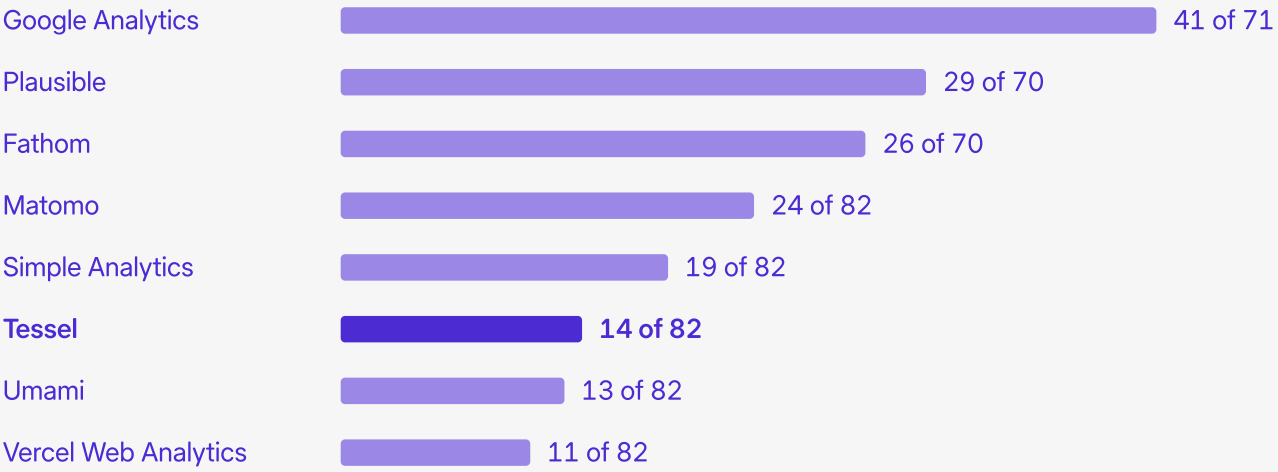
QUESTION	CHATGPT	GEMINI	PERPLEXITY	CLAUDE
ASKED WITHOUT YOUR NAME				
"What's the best privacy-friendly analytics for a small SaaS?" Category · named most: Plausible, Google Analytics, Fathom	▢ – –	– – –	■ ■ –	– – –
"What's a simpler Google Analytics alternative for SaaS?" Alternative · named most: Plausible, Matomo, Fathom	– – –	– – –	■ ▢ –	– – ⬚
"Plausible or Fathom for a 10-person SaaS team?" Comparison · named most: Plausible, Fathom, Google Analytics	– – –	– – –	■ – –	– – –
"Which analytics tools work with Next.js?" Integration · named most: Vercel Web Analytics, Umami, Google Analytics	■ – –	– – ⬚	■ ■ ▢	▢ – –
"Can I run website analytics without a cookie banner?" Use case · named most: Google Analytics, Matomo, Fathom	– – –	– – –	■ – –	– – –
"How do I track sign-ups by channel without cookies?" Use case · named most: Google Analytics, Plausible, Matomo	– – –	▢ – –	■ – –	– – –
"Why does my analytics undercount visitors?" Problem · named most: Google Analytics	– – –	– – –	– – –	– – –
ASKED WITH YOUR NAME IN THE QUESTION				
"Tessel or Plausible for a small SaaS?" By name · named most: Plausible, Fathom, Simple Analytics	■ ▢ ▢	▢ ▢ –	■ ■ ■	▢ ▢ ▢
"Does Tessel work with WordPress?" By name · named most: Matomo, Plausible	■ ■ ▢	▢ – ⬚	■ ■ ■	▢ ▢ –
Named without being asked 14 of 82 answers across the four engines	2 of 21	1 of 20	10 of 21	1 of 20

We count an answer when it says Tessel's name, and a link when it cites a page on tessel.example. Totals leave out the questions that use your name: being named there doesn't show buyers can find you. Two of the 84 runs got no usable answer and aren't counted.

AI ANSWERS · WHO GETS NAMED

Which products the answers name

Google Analytics was named in 41 of the 71 answers to questions that use neither its name nor yours. Tessel was named in 14, sixth of the products below.



A product mentioned twice in one answer counts once. Only answers to the questions without your name count, from every engine. A competitor's count also leaves out questions that use its own name, so each row shows its own total.

Sources behind the answers that skipped Tessel

68 answers didn't name you. These are the pages they cited most. Getting listed on them is often quicker than outranking them.

PAGE	ANSWERS CITING IT
www.g2.com/categories/digital-analytics Tessel is listed in Digital Analytics, on page three with four reviews.	19
www.capterra.com/web-analytics-software Tessel's profile is unclaimed, with no screenshots and two reviews.	14
kinsta.com/blog/google-analytics-alternatives A roundup of Google Analytics alternatives. Tessel isn't on it.	11
www.reddit.com/r/SaaS The cited threads ask which analytics to use without a cookie banner. None mentions Tessel.	9

AI ANSWERS · ASKED BY NAME

What AI says about Tessel

We asked each engine “What is Tessel?”. An engine that gets you wrong will recommend you for the wrong things, or confuse you with someone else.

ChatGPT
PARTLY RIGHT

“Tessel is a privacy-focused analytics tool for bloggers and personal sites, with cookieless tracking and a 14-day free trial.”

Right category, wrong audience (SaaS teams and agencies). It invented a trial: there’s a free plan for one site up to 10,000 page views a month.

Gemini
WRONG COMPANY

“Tessel is a company that designs modular acoustic wall panels for offices and studios.”

A different company with the same name, in 2 of 3 answers. It cited no tessel.example page.

Perplexity
RIGHT

“Tessel is cookieless web analytics for small SaaS teams and agencies. It hosts data in the EU and offers a Next.js package and a WordPress plugin.”

Right in all three answers, citing /integrations/nextjs and the Capterra profile.

Claude
NOT SURE

“I couldn’t find reliable information about a product called Tessel. If it’s an analytics tool, its own site will have current details.”

Even with web search on, it found no page that says plainly what Tessel is.

Microsoft Copilot, counted by Bing

25 Oct to 21 Nov

1,186

times Copilot’s answers cited tessel.example

SEARCHES COPILOT RAN	CITED	YOUR SHARE	OF TOTAL
privacy friendly analytics	212	12%	18%
wordpress analytics without cookies	167	38%	14%
utm builder	143	24%	12%
track conversions without cookies	98	17%	8%
cookie banner needed for analytics	74	9%	6%

From Bing Webmaster Tools. It’s a sample Bing takes, and it covers Copilot only. The count is Microsoft’s own. Your share: Bing’s figure for the part of Copilot’s citations for that search that went to tessel.example. Of total: the part of your 1,186 citations that came from that search.

THE PLAN · FIRST THREE MONTHS

What we'll change, in order

31 changes for the first three months, most useful first, and 4 things we do every week. 27 of the 35 name the search they're for, and the Monday report judges each change 28 days after it goes live.

WHEN	7 Week 1	11 Weeks 2 to 4	8 Month 2	5 Month 3	4 Every week
WHO DOES IT	17 we do ourselves	12 we draft for you to approve	6 need a step from you (outlined)		

Week 1

Quick fixes and groundwork. Most go live in the first few days.

1

Show the free plan to crawlers on /pricing

Why: ChatGPT said Tessel has a 14-day trial; it has a free plan up to 10,000 page views a month. Crawlers without JavaScript see no plans on /pricing.

What we'll do: Render the plan table and slider on the server with today's wording. You check the page before it goes live.

/pricing · for "How much is Tessel for a small SaaS?"
Google and AI answers · We draft it, you approve it

2

Rewrite the /saas title and opening

Why: It averages 11.4 for this search, with 9 clicks from 1,240 impressions in 28 days.

What we'll do: We draft a title, H1, opening and short FAQ naming cookieless tracking, Next.js and WordPress setup and sign-ups by channel, for you to approve.

/saas · for "website analytics for saas" · Google and AI answers · We draft it, you approve it

3

Claim and fill in the G2 and Capterra profiles

Why: G2 was cited in 19 and Capterra in 14 of the 68 answers that skipped Tessel.

Who does what: We write the profile copy and pick the screenshots. You claim both profiles and send a review link to your 20 most active customers.

Other sites · for "What's the best privacy-friendly analytics for a small SaaS?"
AI answers · Needs a step only you can take

Week 1 continued

4

Render the feature pages without JavaScript

Why: Four of the six feature pages show only a spinner with JavaScript off, and /features/goals averages 16.3.

What we'll do: Render each page's copy and screenshots on the server and keep the script for the live demo only.

/features · for "track conversions without cookies" · Google and AI answers · We do it

5

Write a title for each page that names its search

Why: Ten pages besides /saas, including the integration pages, use the homepage title "Tessel – Privacy-first analytics", so none names its search.

What we'll do: Lead each title with the page's search and end it with the brand, such as "Next.js analytics without cookies | Tessel".

Every page · Google · We do it

6

Mark up Tessel's name, logo and free plan

Why: In 2 of 3 answers to "What is Tessel?", Gemini described an acoustic panel maker with the same name.

What we'll do: Add Organization with the logo and profile links site-wide, and SoftwareApplication with the category and free plan on /pricing.

Every page · for "What is Tessel?" · AI answers · We do it

7

Pick one host and add canonicals

Why: Both www and the bare domain load, and Google has indexed 38 duplicate blog URLs.

What we'll do: Redirect www to the bare domain and give every page a canonical tag that points at itself.

Every page · Google · We do it

Weeks 2 to 4

The bigger page changes, started once week one's fixes are live.

8

Say on /about who Tessel is for

Why: ChatGPT calls Tessel a tool for bloggers and personal sites, and /about never says SaaS teams or agencies.

What we'll do: We draft two sentences on who Tessel is for and what it does. Once you approve them, they go on /about and in the schema.

/about · for "What is Tessel?" · AI answers · We draft it, you approve it

Weeks 2 to 4 continued

9

Publish an llms.txt

Why: You don't have one, and some AI tools read it when they're pointed at a site.

What we'll do: A short plain-text summary using the description you approve for /about, linking to pricing, features and the docs.

/llms.txt · AI answers · We do it

10

Open the docs to Google and AI crawlers

Why: All 64 docs send noindex, even the WordPress and Next.js setup guides.

What we'll do: Remove the noindex and link each setup guide from its integration page.

/docs · for "wordpress analytics without cookies" · Google and AI answers · We do it

11

Expand the Next.js integration page

Why: Perplexity named Tessel in 3 of 3 answers, the other engines in 2 of 8, and the page averages 8.9 for "nextjs analytics".

What we'll do: Add App Router and Pages Router install steps, what Tessel tracks and screenshots, all rendered in the server HTML.

/integrations/nextjs · for "Which analytics tools work with Next.js?"
Google and AI answers · We do it

12

Expand the WordPress integration page

Why: It averages 7.4 for this search, and Copilot cited Tessel 167 times for the same query in 28 days.

What we'll do: Move the setup answers from the docs onto the page and add a FAQ on what the plugin does and doesn't store.

/integrations/wordpress · for "wordpress analytics without cookies"
Google and AI answers · We do it

13

Rework the free UTM link builder

Why: It averages 6.8 with 168 clicks from 7,450 impressions, and 19 sign-ups first landed there.

What we'll do: Add a filled-in example and a sign-up button, showing the link in Tessel's campaign report.

/tools/utm-builder · for "utm builder" · Google and AI answers · We do it

14

Answer the cookie banner question in the first paragraph

Why: The post averages 9.6 for "cookie banner needed for analytics", and Tessel was named in 1 of 12 AI answers to this question.

What we'll do: Open with a direct answer, add a factual table of what sets cookies or stores personal data, and link to /gdpr.

/blog/cookie-banner-analytics · for "Can I run website analytics without a cookie banner?"
Google and AI answers · We do it

Weeks 2 to 4 continued

15

Rewrite the /features/goals page

Why: It got 1 click from 330 impressions in 28 days, and AI answers named Tessel in 2 of 12 to this question.

What we'll do: We write a step-by-step walk-through, with screenshots, going from a visit to a goal to a sign-up by channel. You check the product details.

/features/goals · for "How do I track sign-ups by channel without cookies?"
Google and AI answers · We draft it, you approve it

16

Refresh the UTM parameters post

Why: It averages 5.2 with 214 clicks from 11,600 impressions, but only 11 sign-ups first landed there.

What we'll do: Add copy-ready UTM examples for each channel, with links to the UTM builder and Tessel's campaign report.

/blog/utm-parameters · for "what are utm parameters" · Google · We do it

17

Turn the Google Analytics alternatives post into a comparison

Why: It averages 12.7, and Google Analytics came up in 41 of 71 answers to questions that name neither Tessel nor Google Analytics.

What we'll do: We turn the post into the one page for this search, with a table of Tessel's own facts and what each vendor's site says, for you to approve.

/blog/google-analytics-alternatives · for "google analytics alternatives"
Google and AI answers · We draft it, you approve it

18

Link the blog to the product pages

Why: Blog posts got 1,206 of the 1,912 clicks, and few of them link to /saas, /pricing or an integration page.

What we'll do: Add one link from each of the 20 busiest posts to the product page that matches its search.

/blog · Google · We do it

Month 2

Planned now, then re-ranked every week by what the first changes moved.

19

Publish Tessel vs GA

Why: Tessel was named in 2 of 11 answers to this question, and only by Perplexity.

What we'll do: A /compare/google-analytics page on where each fits and how Tessel's GA import keeps history, for you to approve.

A new page · for "What's a simpler Google Analytics alternative for SaaS?"
Google and AI answers · We draft it, you approve it

Month 2 continued

20 Publish Tessel vs Fathom

Why: Fathom came up in 26 of 70 answers to questions that name neither Tessel nor Fathom. Tessel was named in 1 of 12 answers to this question.

What we'll do: We draft /compare/fathom on where each fits for a small SaaS team, based on both sites, for you to approve.

A new page · for "Plausible or Fathom for a 10-person SaaS team?"
Google and AI answers · We draft it, you approve it

21 Publish Tessel vs Plausible

Why: Buyers ask this by name, but Gemini and Claude didn't link tessel.example in any of their 6 answers.

What we'll do: A /compare/plausible page on SaaS sign-up tracking and the plan each needs by page views, for approval.

A new page · for "Tessel or Plausible for a small SaaS?"
Google and AI answers · We draft it, you approve it

22 Write the guide to undercounted visitors

Why: Only 4 of 12 answers named a product: Google Analytics. None named Tessel.

What we'll do: Ad blockers, consent, bots and extra visits own-domain scripts log. You approve opt-in customer figures if terms allow.

A new page · for "Why does my analytics undercount visitors?"
Google and AI answers · We draft it, you approve it

23 Pitch Tessel to the editor of Kinsta's analytics roundup

Why: Kinsta's alternatives roundup was cited in 11 of the 68 answers that skipped Tessel.

Who does what: We draft a note on Tessel's cookieless tracking and EU hosting, with screenshots. You send it to the editor from your own address.

Other sites · for "What's the best privacy-friendly analytics for a small SaaS?"
AI answers · Needs a step only you can take

24 Reply in r/SaaS cookie-banner threads

Why: Threads in r/SaaS were cited in 9 of the answers that skipped Tessel.

Who does what: We find the cookie-banner analytics threads and draft replies. You post them as the founder and say you make Tessel.

Other sites · for "Can I run website analytics without a cookie banner?"
AI answers · Needs a step only you can take

25 Send two customer quotes for /saas

Why: Six sign-ups first landed on /saas in 28 days, and the page has no customer named on it.

Who does what: Ask two SaaS customers for a quote and permission to use it. We add them with name, company and logo.

/saas · for "website analytics for saas"
Google and AI answers · Needs a step only you can take

Month 2 continued

26 **Update the WordPress.org listing**

Why: Gemini answered this in 2 of 3 tries and named Tessel in only one of them.

Who does what: We draft the plugin listing to match the integration page. You post it from your WordPress.org account with a link to /integrations/wordpress.

Other sites · for “Does Tessel work with WordPress?”
AI answers · Needs a step only you can take

Month 3

Bigger bets, kept only if the first two months show they’re worth it.

27 **Build a free website cookie checker**

Why: The two cookie searches were shown 5,800 times in 28 days, and Tessel averages 9.6 and 18.6 for them.

What we’ll do: A free tool at /tools/cookie-checker: enter a URL to see the cookies and third-party scripts it sets, with a sign-up link.

A new page · for “check what cookies a website uses” · Google and AI answers · We do it

28 **Publish audience pages for agencies and docs sites**

Why: /saas is Tessel’s only audience page, and it averages 11.4 for the broad search.

What we’ll do: One page for agencies with shared dashboards and one for docs sites. You approve which audiences to name.

A new page · for “website analytics for agencies”
Google and AI answers · We draft it, you approve it

29 **Publish Tessel vs Matomo and Tessel vs Umami**

Why: Matomo came up in 24 and Umami in 13 of the 82 answers that didn’t use Tessel’s name.

What we’ll do: Two comparison pages in the GA page’s format, built only if the month 2 comparisons bring sign-ups. You approve both.

A new page · for “matomo alternative” · Google and AI answers · We draft it, you approve it

30 **Apply to Vercel’s integrations marketplace**

Why: On “Which analytics tools work with Next.js?”, Gemini and Claude named Tessel in 1 of 5 answers.

Who does what: Apply for a listing from your Vercel account. We write the listing and link it from /integrations/nextjs.

Other sites · for “Which analytics tools work with Next.js?”
AI answers · Needs a step only you can take

Month 3 continued

31 ### Publish a SaaS sign-up conversion benchmark

Why: tessel.example has 310 referring domains to Plausible's 14,200. Original survey figures nobody else publishes give writers a reason to link to Tessel.

What we'll do: Small SaaS visit-to-sign-up rates by traffic source and site size, with a CSV. You confirm your terms allow a customer survey and approve the figures.

A new page · for "average saas conversion rate"
Google and AI answers · We draft it, you approve it

Every week

What we keep doing for as long as we work together.

32 ### Report sign-ups from search every Monday

Why: Google and Bing brought 69 of the 215 sign-ups in the 28 days before this report, and AI answers 9 more.

What we'll do: The Monday report compares them with week zero, along with the pages people first landed on.

The Monday report · Google and AI answers · We do it

33 ### Re-run the AI answer panel every Monday

Why: Tessel was named in 14 of 82 answers to the seven questions without its name.

What we'll do: The 9 questions and "What is Tessel?", 3 times per engine. We only count moves outside the normal swing, or in the same direction two Mondays running.

ChatGPT, Gemini, Perplexity and Claude · AI answers · We do it

34 ### Judge each change 28 days after it goes live

Why: The 10 searches within reach on the Google page are the starting point for those pages.

What we'll do: Each change gets a verdict in the Monday report, and months 2 and 3 are re-ranked from what moved.

The Monday report · Google and AI answers · We do it

35 ### Update one of the busiest blog posts

Why: Blog posts got 1,206 of 1,912 clicks, so an out-of-date post hurts more here than anywhere else on the site.

What we'll do: Each week, take one of the 20 busiest posts and check its figures, screenshots and links to the product pages.

/blog · Google · We do it

BEFORE WE START

What we need from you

Four things only you can give us. Most take a few minutes.

1. **Give us access to the site's repository**
   Every change goes in as a pull request you can see before it goes live.
2. **Name one person who approves pricing, comparison and messaging changes**
   Twelve changes need your OK, starting with /pricing and /saas in week one.
3. **Give us a test account for the logged-in app**
   We couldn't check the app. With an account we can follow a sign-up from the page they landed on to their first tracked visit on their own site.
4. **Keep our Search Console, Bing and PostHog access in place**
   Every Monday report pulls all three and compares them with these figures.

How you'll see what changes

Every Monday you get a short report: what went live, sign-ups from search, where you rank and which AI answers named you. It measures each week against the numbers below. For the AI answers, we put this report's nine questions to the four engines again each week, three times each. We call a change real only when it's bigger than the normal swing for that many answers, or when it moves the same way two Mondays running.

Sign-ups from Google and Bing in 28 days	69
All sign-ups in 28 days	215
Clicks from Google in 28 days	1,912
Unbranded AI answers that name you	14 of 82
Copilot citations in 28 days	1,186

How we made this report

We asked nine questions on 18 Nov from the US, seven without Tessel's name and two with it, and asked each engine "What is Tessel?" as well.

Each question went to each engine three times: ChatGPT and Gemini through the app, using DataForSEO, and Perplexity and Claude through the API with web search on.

An answer names Tessel when it says the name, and links when it cites a tessel.example page. Competitor counts use only the seven questions without Tessel's name, and leave out any question that names that competitor.

Search Console figures cover 25 Oct to 21 Nov, compared with the 28 days before. Positions are Search Console's averages.

Copilot citations come from Bing Webmaster Tools' AI Performance report for the same 28 days.

Sign-ups come from PostHog for the same 28 days, grouped by where each person first came from (the first referrer PostHog recorded for them).

Shared searches, page-one counts and referring domains are DataForSEO estimates from 21 Nov. We leave out traffic estimates.

WHAT WE COULDN'T CHECK

Google's AI Overviews and AI Mode: we didn't ask them, and Search Console doesn't split out their clicks.

The logged-in app, because we had no test account.

Core Web Vitals field data, which Search Console doesn't report for most pages yet.

Sign-ups from AI apps that drop the referrer land in Everything else, so the AI answers count is a minimum.

Something here unclear, or wrong?

Text me on +44 7754 257150, or email james@answerfolk.com.

James Chambers, founder of AnswerFolk