



AI Shortlist



AI VISIBILITY REPORT

Northwind Leather

northwind.example · leather wallets

MEASURED ON

2026-10-01

ENGINES

ChatGPT, Gemini, Perplexity

QUESTIONS

10

Summary

AI visibility score

50%

Mentioned in 15 of 30 answers

Share of voice

13.3%

Rank among brands

#4

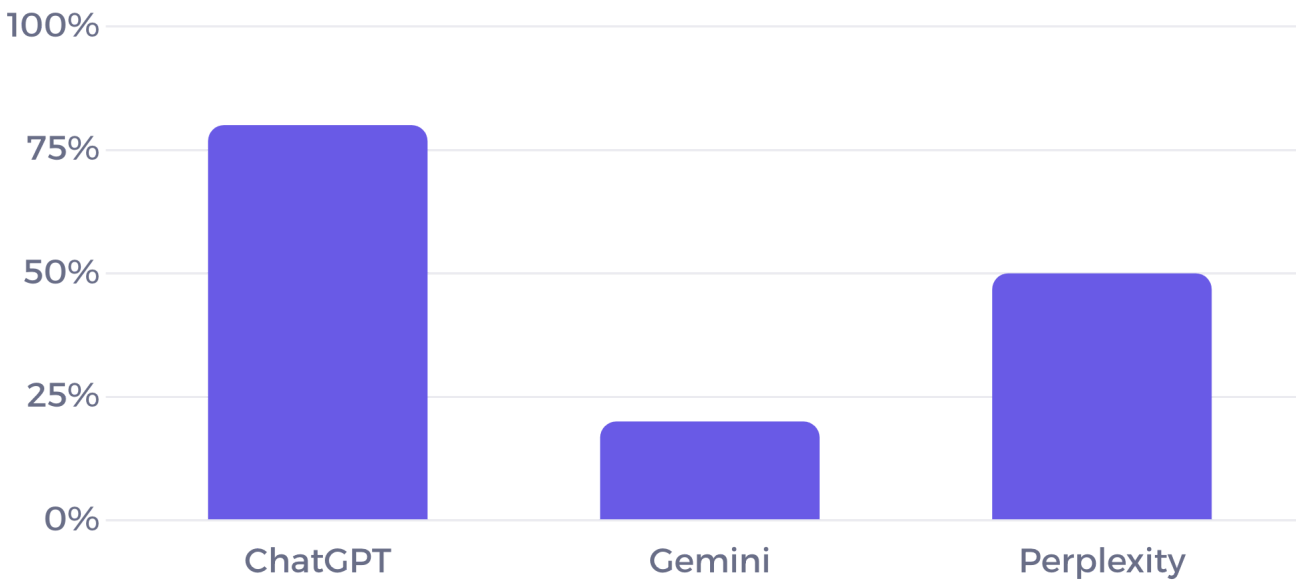
List pages where you are missing

5

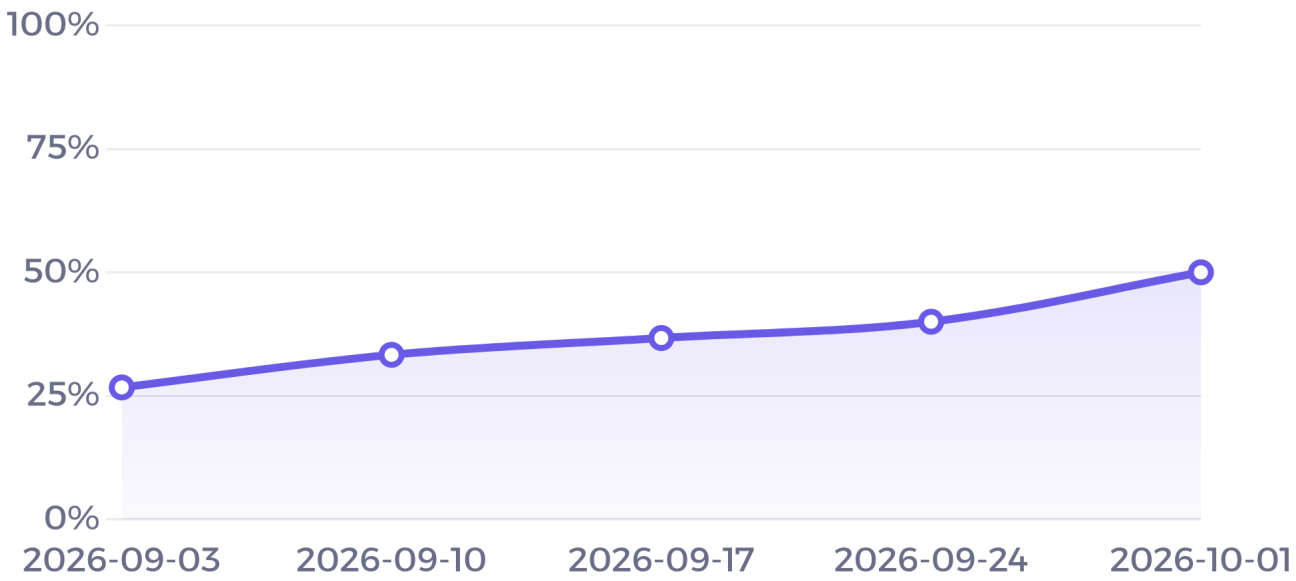
- ChatGPT mentions you most often: 80% of its answers.
- Gemini mentions you least: 20% of its answers.
- Fieldstone is the most mentioned brand with 17 mentions, you have 15.
- 1 of your 10 questions never mention you.
- AI answers cite 5 list pages where your brand is missing.
- No AI answer cites northwind.example as a source yet.

Visibility

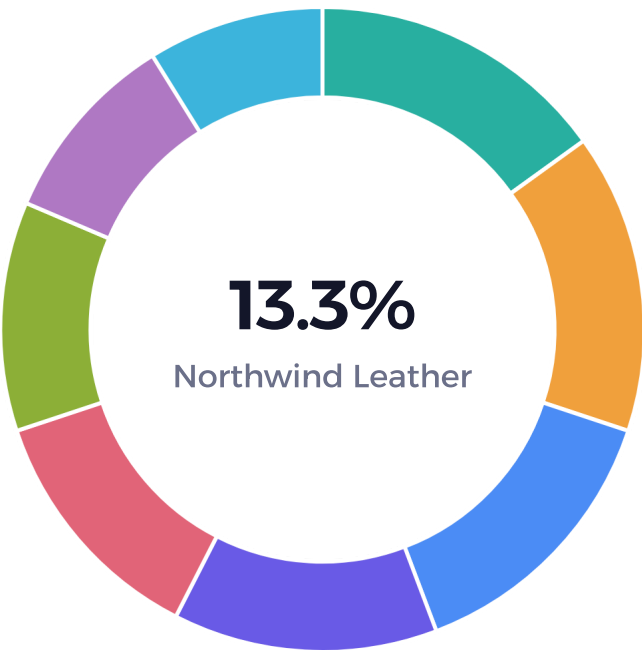
Visibility by AI engine



30-day trend

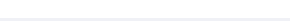
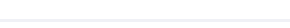
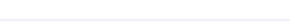


Competitor ranking



1	Fieldstone		17
2	Marlow Supply		17
3	Cedar & Stitch		16
4	Northwind Leather You		15
5	Bramwell		14
6	Atlas Goods		13
7	Harbor & Pine		11
8	Oakline Co.		10

Questions

Best leather passport holder for travel		2/3
Best minimalist card holder for men		2/3
Most durable leather belt brands		2/3
What are the best handmade leather wallets?		2/3
Where can I buy a full grain leather wallet online?		2/3
Which brands make vegetable tanned leather goods?		2/3
Best leather gifts for him under \$100		1/3
Slim wallet brands that use real leather		1/3
Which leather wallet brand lasts the longest?		1/3
Best personalized leather wallet		0/3

List pages to get onto

AI answers are built from these pages. Getting onto the list pages that name your competitors raises your chance of appearing in these answers.

7 Best Handmade Leather Wallets (2026)

leatherguide.example

Engines: ChatGPT

Competitors: Marlow Supply, Fieldstone, Bramwell

Action plan: No plan yet

The Best Leather Wallets for Men

gearjournal.example

Engines: ChatGPT

Competitors: Marlow Supply, Harbor & Pine, Cedar & Stitch

Action plan: No plan yet

Best Full Grain Leather Wallets 2026

oaklineco.example

Engines: ChatGPT

Competitors: Fieldstone, Cedar & Stitch, Harbor & Pine

Action plan: No plan yet

25 Best Leather Gifts for Men

stylemag.example

Engines: ChatGPT

Competitors: Fieldstone, Cedar & Stitch, Marlow Supply

Action plan: No plan yet

Top 10 Card Holders Compared

walletpicks.example

Engines: ChatGPT

Competitors: Atlas Goods, Harbor & Pine, Fieldstone

Action plan: No plan yet

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Site and SEO health

Your site has not been checked yet. The free technical check runs from the Site tab.

07

To-do list

4 open jobs, 1 done. The first ones:

Get onto this list page: 7 Best Handmade Leather Wallets (2026)

List page · Effect: high

Get onto this list page: Best Full Grain Leather Wallets 2026

List page · Effect: high

Get onto this list page: The Best Leather Wallets for Men

List page · Effect: high

Get onto this list page: Top 10 Card Holders Compared

List page · Effect: high

Finished jobs and the measurement after them

Get onto this list page: **25 Best Leather Gifts for Men** before 0/6, after 1/6

AI answers change from week to week on their own. A rise after a job is a good sign, not proof that the job caused it.

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Questions tracked daily

The latest daily measurement of the questions marked as most important.

What are the best handmade leather wallets?

2026-10-01 · named by 0 of 3 engines

Which leather wallet brand lasts the longest?

2026-10-01 · named by 0 of 3 engines

Best minimalist card holder for men 2026-10-01 · named by 1 of 3 engines

Next steps

1. Contact the 5 list pages where you are missing. Build an action plan for each one in Sources.
2. Strengthen the pages on your site that answer the 1 questions where you never appear.
3. Check why Gemini rarely mentions you: compare the sources it cites with those of other engines.
4. Work through the to-do list: 4 open jobs, the first three have the most effect.
5. Measure again next week and compare the trend.

Method: each question is asked to each AI engine with web search on. A mention counts when the answer names your brand. Results change over time and between runs; no ranking is guaranteed.