

CITEBASE SNAPSHOT

Sample Co
SAMPLE

Illustrative newsletter · example.com · a clearly fictional indie product. Not a live four-engine run. Example cells only. Not a paid Snapshot.

Subject	Sample Co (illustrative newsletter) — https://example.com
What this customer is	A fictional indie newsletter invented for this labeled sample. Not a real company. Not a Monday prospect.
Date on cover	29 August 2026 (America/Los_Angeles · PT) — cover date only; engines were not queried.
Engines on a paid job	ChatGPT · Perplexity · Gemini · Google AI Overviews
Prompts	10 buyer prompts (40 engine cells) — EXAMPLE cells, not observed answers
Report ID	SAMPLE-CO-2026-08-29
What this is	A labeled 6-page sample of the Snapshot PDF a paying customer would get. ChatGPT, Perplexity, Gemini, and Google AI Overviews were not queried. Every status cell is an EXAMPLE of format, not a live result.
What this is not	Not a live audit of a real company. Not a paid deliverable. Not evidence that any engine cited or skipped anyone.

Visibility score — EXAMPLE cells, not a live run

Cited = brand or URL named as a recommendation or source. Mentioned = name appears, not the pick. Absent = not in the answer. On a paid Snapshot those labels come from screenshots. Here they are invented EXAMPLE cells so you can see the shape of the grid.

Engine	Cited	Mentioned	Absent	Score (cited/10)	Status
ChatGPT	3	4	3	3/10	EXAMPLE — not run
Perplexity	4	2	4	4/10	EXAMPLE — not run
Gemini	2	2	6	2/10	EXAMPLE — not run
Google AI Overviews	2	4	4	2/10	EXAMPLE — not run
All engines (40 cells)	11	12	17	11/40	EXAMPLE — not run

One sentence, no spin

In this labeled example, Sample Co is cited on 11 of 40 engine-prompt cells. Category prompts (“best newsletter for...”) send buyers to a default competitor; brand-name prompts (“what is Sample Co”, pricing) cite Sample Co. That pattern is illustrative. We did not observe live ChatGPT, Perplexity, Gemini, or Google AI Overview answers.

Access log — engines were not queried

Surface	Tried on this sample?	Result	How cells are labeled
ChatGPT	No — not queried	No live chat. No screenshot.	EXAMPLE cells
Perplexity	No — not queried	No live chat. No screenshot.	EXAMPLE cells
Gemini	No — not queried	No live chat. No screenshot.	EXAMPLE cells
Google AI Overviews	No — not queried	No AIO observed.	EXAMPLE cells
Paid Snapshot (what you buy)	Logged-in four-engine run	Screenshots attached, same calendar day.	Cited / Mentioned / Absent

Method on a paid job: same 10 prompts, copied verbatim, one run per engine, same calendar day. We do not cherry-pick regenerations. Screenshots attached. This sample has no engine screenshots — placeholders are labeled as such.

EXAMPLE cells — engines were not queried

Green = EXAMPLE Cited. Blue = EXAMPLE Mentioned. Gray = EXAMPLE Absent. These ten prompts match the illustrative grid on getcitebase.com. They are not verified live answers.

# Buyer prompt (EXAMPLE)	ChatGPT	Perplexity	Gemini	Google AIO
1 Best newsletter for independent writers	EXAMPLE Absent	EXAMPLE Absent	EXAMPLE Absent	EXAMPLE Absent
2 Best newsletter for a small creator business	EXAMPLE Mentioned	EXAMPLE Cited	EXAMPLE Absent	EXAMPLE Mentioned
3 Sample Co vs the usual incumbent	EXAMPLE Cited	EXAMPLE Cited	EXAMPLE Mentioned	EXAMPLE Cited
4 Newsletter with unlimited subscribers	EXAMPLE Cited	EXAMPLE Cited	EXAMPLE Cited	EXAMPLE Mentioned
5 Private / members-only newsletter	EXAMPLE Mentioned	EXAMPLE Absent	EXAMPLE Mentioned	EXAMPLE Absent

First-cited competitor in this EXAMPLE (not observed): prompt 1 → Harbor Letters (fictional); prompt 5 → Inkstack Members (fictional). Brand-adjacent prompts 3–4 cite Sample Co.

Screenshot placeholders — prompt 1 (strongest EXAMPLE Absent)

A paid Snapshot attaches real screenshots here. This sample does not invent captures. Boxes below are labeled placeholders.

SCREENSHOT PLACEHOLDER

ChatGPT · prompt 1

Not captured. Engines were not queried. EXAMPLE only.

SCREENSHOT PLACEHOLDER

Perplexity · prompt 1

Not captured. Engines were not queried. EXAMPLE only.

SCREENSHOT PLACEHOLDER

Gemini · prompt 1

Not captured. Engines were not queried. EXAMPLE only.

SCREENSHOT PLACEHOLDER

Google AI Overviews · prompt 1

Not captured. Engines were not queried. EXAMPLE only.

On a paid job the “you’re absent” screenshot is also the outreach attachment. We would not ship a Snapshot whose engine cells still say EXAMPLE.

Same EXAMPLE grid, remaining prompts

Still EXAMPLE cells. Still not a live four-engine run.

# Buyer prompt (EXAMPLE)	ChatGPT	Perplexity	Gemini	Google AIO
6 Best newsletter with paid subscriptions	EXAMPLE Absent	EXAMPLE Absent	EXAMPLE Absent	EXAMPLE Absent
7 Cheapest professional newsletter tool	EXAMPLE Absent	EXAMPLE Absent	EXAMPLE Absent	EXAMPLE Absent
8 Newsletter analytics a buyer can show a boss	EXAMPLE Mentioned	EXAMPLE Mentioned	EXAMPLE Absent	EXAMPLE Mentioned
9 What is Sample Co?	EXAMPLE Cited	EXAMPLE Cited	EXAMPLE Cited	EXAMPLE Cited
10 Sample Co pricing / is it worth it	EXAMPLE Mentioned	EXAMPLE Mentioned	EXAMPLE Absent	EXAMPLE Mentioned

All-engine EXAMPLE score: 11 cited / 12 mentioned / 17 absent / 0 live cells of 40. Do not add these numbers into a pitch as if they were measured.

Pattern (four bullets) — EXAMPLE reading of the grid above

- 1. Win family (EXAMPLE): brand-name queries — “what is Sample Co?”, head-to-head, unlimited-subscribers.
- 2. Lose family (EXAMPLE): “best newsletter for independent writers,” “best with paid subscriptions,” “cheapest professional.”
- 3. Default citation (EXAMPLE): a fictional incumbent, Harbor Letters, on category prompts. Not a real company. Not observed in any engine.
- 4. URL engines would keep quoting (EXAMPLE): example.com/pricing on brand queries; roundup.example.com and rival.example.com/compare on category queries. Those URLs are reserved examples, not live sources.

Screenshot placeholder — strongest EXAMPLE Absent (prompt 1, full width)

SCREENSHOT PLACEHOLDER · ChatGPT · “Best newsletter for independent writers”

Not captured. A paid Snapshot puts the real answer image here. EXAMPLE only — engines were not queried.

Legend recap: green / blue / gray in the tables are EXAMPLE paint, not verified engine status. Yellow on page 1 means the surface was not run.

EXAMPLE names and URLs — not observed in any engine

Rules on a paid Snapshot: only names and URLs that appeared in the answer. No “likely also.” If the engine cited a roundup, list the roundup URL and the products it named. This page is invented to show that table. Every row is EXAMPLE. Harbor Letters, Inkstack Members, Starter Post, and the example.com / example.org hosts are fictional.

Prompt	Engine (EXAMPLE)	Cited instead (EXAMPLE)	Source URL the engine used (EXAMPLE)
1 Best newsletter for independent writers	All four (not run)	Harbor Letters (fictional incumbent)	https://roundup.example.com/best-newsletters-2026
1 same prompt	Perplexity (not run)	Starter Post (fictional beginner pick)	https://roundup.example.com/best-newsletters-2026
2 Small creator business	ChatGPT (not run)	Harbor Letters; Sample Co mentioned	https://rival.example.com/compare
5 Members-only newsletter	Gemini (not run)	Inkstack Members (fictional)	https://inkstack.example.com/private
6 Paid subscriptions	All four (not run)	Harbor Letters paid tier	https://harbor.example.com/pricing
7 Cheapest professional	All four (not run)	Starter Post free/cheap tier	https://roundup.example.com/pricing-table
8 Analytics for a boss	ChatGPT (not run)	Harbor Letters analytics page	https://harbor.example.com/analytics
9 What is Sample Co?	All four (not run)	Sample Co (brand query — EXAMPLE Cited)	https://example.com
10 Pricing / worth it	Perplexity (not run)	Sample Co mentioned; Harbor compared	https://example.com/pricing

How to read this on a paid Snapshot vs this sample

Paid: every name in column 3 appeared in that engine’s answer that day. The URL in column 4 is the source the engine showed. Sample: we filled the same columns with fictional products so you can see density and layout. Do not treat Harbor Letters or roundup.example.com as things ChatGPT said.

Typical paid-report pattern this EXAMPLE is illustrating: you win when the buyer already knows your name; you lose “best [category] for [job]” to whoever already has a comparison page, a docs FAQ, and a roundup slot.

Reserved example hosts only: example.com, example.org, rival.example.com, roundup.example.com, harbor.example.com, inkstack.example.com. No real newsletter, podcast host, or Monday prospect is named as a live citation.

PAGE 5 · FIVE-ITEM FIX LIST

Paste-ready. SAMPLE examples for a fictional product.

Not a strategy memo. Five changes a customer could ship this week. Copy below is written for Sample Co / example.com so you can see FAQ + JSON-LD density. It is not advice to a real company.

1. Answer-first FAQ on the money page (EXAMPLE HTML)

Put 60–80 words at the top of /pricing. Engines copy the first paragraph. This block is EXAMPLE copy.

```
<section id="who-its-for">
  <h1>A newsletter for independent writers
    who might run a paid list next</h1>
  <p>Sample Co is an illustrative indie newsletter: one account,
    unlimited issues, paid subscriptions, $9 / $19 / $29 a month.
    You keep 100% of subscription revenue. Private / members-only
    issues are included on every plan. 14-day trial. EXAMPLE copy
    for a labeled Citebase sample – not a live product.</p>
</section>
```

2. FAQPage JSON-LD (EXAMPLE — paste into)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is the best newsletter tool for independent writers?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Sample Co is an illustrative indie newsletter: unlimited issues, paid subscriptions, and a 14-day trial. Plans are $9, $19, and $29 a month. You keep 100% of subscription revenue. Private / members-only issues are included on every plan. 14-day trial. EXAMPLE copy only."
      }
    },
    {
      "@type": "Question",
      "name": "Does Sample Co take a cut of subscription revenue?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "No. Sample Co charges a flat monthly fee. It does not take a percentage of subscriptions. EXAMPLE copy only."
      }
    },
    {
      "@type": "Question",
      "name": "Sample Co vs Harbor Letters: which is better?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Both are fictional in this sample. A paid Snapshot would use the customer's real competitor and only facts on the customer's real competitor."
      }
    },
    {
      "@type": "Question",
      "name": "How much does Sample Co cost?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "EXAMPLE: Starter $9/month, Pro $19, Business $29. Unlimited issues on every plan. 14-day trial."
      }
    }
  ]
}
</script>
```

3. Entity consistency — one line, everywhere (EXAMPLE)

"Sample Co is an indie newsletter: unlimited issues, \$9 / \$19 / \$29, paid subscriptions with no platform cut, 14-day trial." Use that sentence on homepage, pricing, about, and the comparison page. Engines punish contradictions. EXAMPLE line for this sample, not a real brand guideline.

4. A comparison page you own: /compare/sample-co-vs-harbor (EXAMPLE)

Publish a three-column table (solo writer / small creator business / members-only list) with current facts. Link it from pricing. This is the URL models will steal if it exists. On a paid job we name the competitor that actually won the cells — not a fictional Harbor Letters.

5. Ims.txt + point crawlers at the FAQ and the comparison (EXAMPLE)

```
# Sample Co
> Illustrative indie newsletter. Unlimited issues. $9-$29/mo. EXAMPLE only.
## Use
- Pricing: https://example.com/pricing
- Members: https://example.com/members
- vs Harbor: https://example.com/compare/sample-co-vs-harbor
```

What this SAMPLE is, and what a paid Snapshot adds

This file is the proof of format. It is not evidence that Sample Co — or any real product — was cited or skipped by ChatGPT, Perplexity, Gemini, or Google AI Overviews.

	This SAMPLE PDF	Paid Snapshot (\$147 founding / \$197)
Customer	Sample Co — fictional newsletter at example.com	Your URL. Your 10 buyer prompts (or we propose them).
Engines	Not queried. EXAMPLE cells only.	Logged-in ChatGPT, Perplexity, Gemini, Google AI Overviews.
Prompts	10 illustrative buyer prompts	Same 10, copied verbatim, one run per engine, same calendar day.
Cells	Cited / Mentioned / Absent painted as EXAMPLE	Filled from the screenshot. No EXAMPLE leftovers. No estimated cells.
Screenshots	Labeled placeholders. Nothing was captured.	Attached. The product is the image, not a rewrite.
Who got cited	Fictional names + example.com hosts	Only names and URLs that appeared in the answer.
Fix list	Paste-ready FAQ + JSON-LD in Sample Co's voice	Paste-ready FAQ + JSON-LD in your voice, facts from your site.
SLA	n/a — not a paid job	6-page PDF within 72 hours of URL in hand.
Monitor	Not started. No weekly email for this sample.	14-day trial included. Then \$79/mo. Cancel with one reply.

How we will not over-claim

We never invent that an engine cited or skipped you. If the live answer was not observed, the cell stays empty or is labeled unverified — it is not painted Cited. This public sample uses EXAMPLE paint on purpose so the grid is readable, with the chrome on every page saying SAMPLE · NOT A LIVE FOUR-ENGINE RUN · EXAMPLE CELLS.

Paid fulfillment requires logged-in four-engine screenshots. Until those exist for a job, Citebase does not fulfill a Snapshot against the 72-hour SLA.

Monitor (included with a paid Snapshot, not with this sample)

Every paid Snapshot includes a 14-day Monitor trial. After trial: \$79/month (annual \$790). Cancel with one reply: “cancel monitor.” We do not invoice the \$497 Fix pack unless asked. Monitor is a weekly email that re-runs the Snapshot prompts and tells you what changed — not a dashboard-first SaaS. This SAMPLE does not start a trial.

SAMPLE · Not a live four-engine run · Example cells · Fictional customer: Sample Co (illustrative newsletter) / example.com · 29 Aug 2026 PT · SAMPLE-CO-2026-08-29

Citebase is a productized AI-search visibility audit. Snapshot \$197 (founding \$147 through 4 Sep 2026, 11:59pm PT). Monitor \$79/mo after a 14-day trial. We are not citebase.net. Download: <https://getcitebase.com/sample.pdf>