

NovaPay

<https://www.novapay.com/>

LLM Visibility Report · Fintech / Small Business Banking · United States

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01

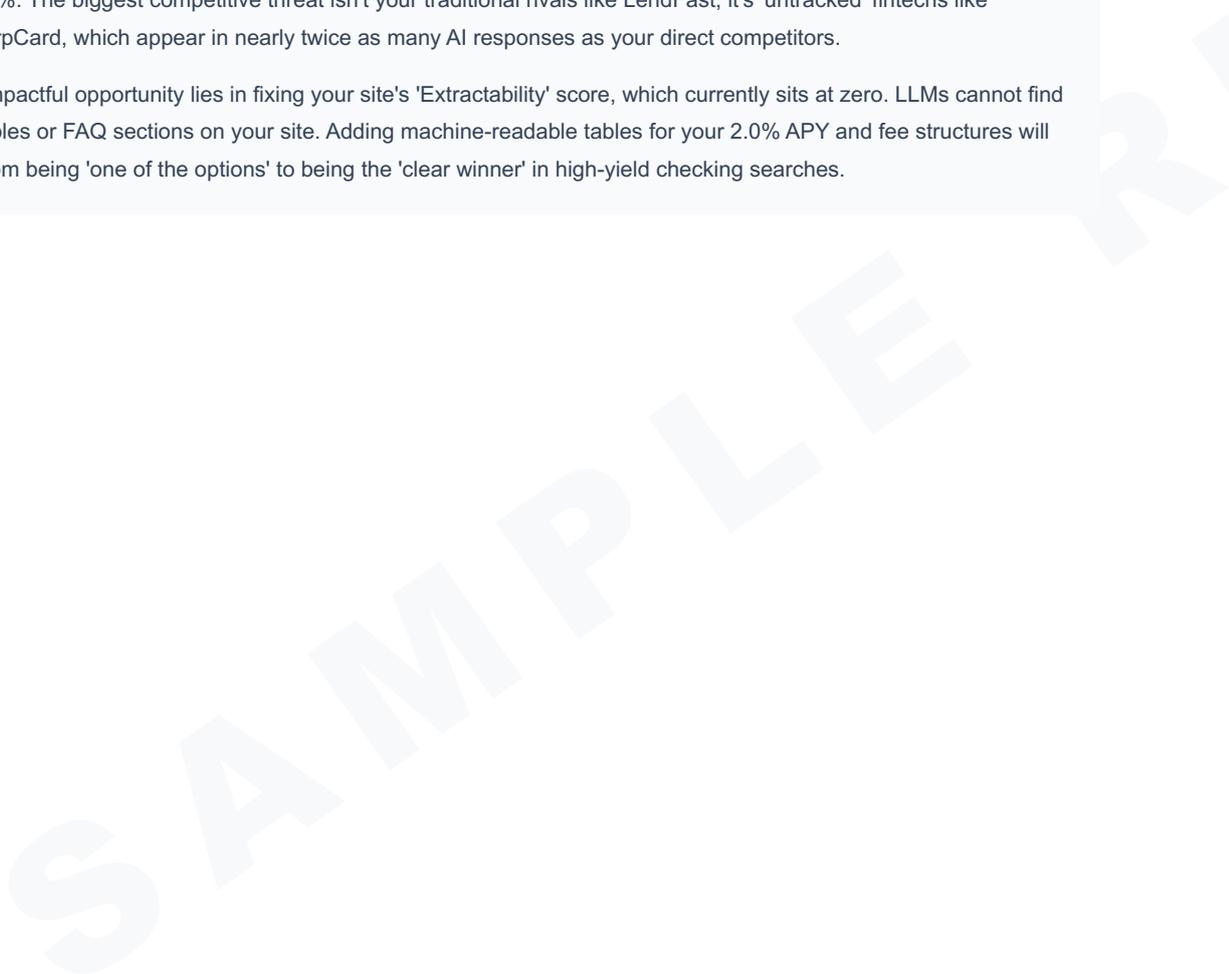
Executive Summary

<p>53%</p> <p>ORGANIC AI VISIBILITY</p> <p>Unbranded prompts only</p>	<p>C</p> <p>TECHNICAL GRADE</p> <p>72 / 100</p>	<p>100%</p> <p>HEAD-TO-HEAD RATE</p> <p>When brand named in query</p>
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NovaPay is currently visible in the AI search landscape, achieving a 53.33% unbranded mention rate and a technical grade of C. Your brand is a primary recommendation in comparison queries (100%), but visibility drops significantly in problem-solving contexts (40%). While you dominate local searches in Austin and Jersey City, you are effectively invisible to entrepreneurs searching from international tech hubs like Bengaluru.

There is a sharp divide between provider performance: ChatGPT surfaces NovaPay in 67% of organic searches, while Gemini only does so in 40%. The biggest competitive threat isn't your traditional rivals like LendFast; it's 'untracked' fintechs like SwiftBank and CorpCard, which appear in nearly twice as many AI responses as your direct competitors.

The single most impactful opportunity lies in fixing your site's 'Extractability' score, which currently sits at zero. LLMs cannot find structured data tables or FAQ sections on your site. Adding machine-readable tables for your 2.0% APY and fee structures will likely move you from being 'one of the options' to being the 'clear winner' in high-yield checking searches.



02

Technical Assessment

Your site is technically accessible but structurally poor for data extraction. While you have strong robots.txt rules and metadata, you score zero points for extractability because you lack the structured components LLMs favor.

HOW TO READ THIS SECTION

We ran 7 automated checks on the website to see how ready it is for AI. Each check scores a different factor — things like whether the site has the right structured data, whether AI can easily extract facts from pages, and whether content can be traced back to a named author.

The bars show how each area scored out of the maximum. Green is good. Amber means there is room to improve. Red means it is a problem worth fixing. The total score is shown above — even a high overall score does not guarantee visibility if the key extractability checks are low.

OVERALL TECHNICAL SCORE

Composite of 7 analyzers — higher is better for AI discoverability

72 / 100 C

Analyzer Scores

7 checks · max 100 pts



WHAT'S WORKING

- ✓ LLM-specific robots.txt rules explicitly allow 3 major crawlers
- ✓ High-quality metadata with no issues found
- ✓ Clean site structure scores 20/20 for crawlability

WHAT NEEDS FIXING

- ✗ Zero points for extractability: no definition lists, tables, or expandable sections
- ✗ Lack of machine-readable author attribution
- ✗ Minimal schema implementation; missing Organization and FAQPage types

03

AI Visibility

Strong unbranded mention rate of 53.33%. You are consistently cited for high APY and fast funding, but visibility is heavily dependent on ChatGPT, which outperforms Gemini by 20% in total mention rate.

HOW TO READ THIS SECTION

We sent 40 real queries to ChatGPT and Gemini — the kind of questions someone would actually type when searching for a business like this — and recorded whether the brand was recommended. No special treatment, no branded prompts. Just real queries, real answers.

The queries are split into 4 types. **Discovery**, **Use Case**, and **Problem Solving** are unbranded — the brand name is never mentioned, so any appearance means AI recommended it on its own. **Comparison** queries name the brand directly; these test whether AI recognises it, but they do not count toward the organic visibility score because the question forces AI to include it.

The organic score is based on those first three types only. A 0% organic score means the brand is invisible to anyone who does not already know it by name.

Performance by Platform

ChatGPT vs Gemini

CHATGPT		GEMINI	
Organic visibility	67%	Organic visibility	40%
Head-to-head rate	100%	Head-to-head rate	100%
Avg response length	569.2 tokens	Avg response length	213.3 tokens
Queries tested	20	Queries tested	20

Queries Tested

40 total · 4 categories · 2 LLMs

DISCOVERY — UNBRANDED · COUNTS TOWARD ORGANIC SCORE	1 queries (1 prompts × 2 LLMs) · 100% mention rate
<ul style="list-style-type: none"> Best US business bank accounts for founders in Tel Aviv-Yafo needing high interest on balances. ChatGPT ✓ 	

Mention Rate Summary

Organic categories only (Discovery + Use Case + Problem Solving)

Discovery: Can users find you without naming your brand? · **Comparison:** Are you included when compared by name? (branded) · **Use Case:** Are you recommended for specific needs? · **Problem Solving:** Do LLMs suggest you for troubleshooting?

CATEGORY	MENTION RATE	CHATGPT	GEMINI	TESTED
Discovery	60%	80%	40%	10
Comparison (branded)	100%	100%	100%	10
Use Case	60%	67%	50%	10
Problem Solving	40%	50%	33%	10

ORGANIC VISIBILITY BY LOCATION

LOCATION	ORGANIC MENTION RATE	PROMPTS TESTED
Jersey City, NJ	83%	6
Austin, TX	83%	6

Redwood City, CA	50%	6
Salt Lake City, UT	33%	6
Tel Aviv-Yafo, Israel	25%	4
Bengaluru, India	0%	2



Brand Perception & Category Insights — Locked

See exactly how AI describes your brand — strengths, weaknesses, price signals, and narrative insights broken down by query category.

[Get Your Full Report →](#)

SAMPLE REPORT



Competitive Intelligence — Locked

Your full report includes:

- Head-to-head mention rates vs every tracked competitor
- Untracked brands stealing your visibility (we found 19 here)
- Per-provider breakdown showing where each competitor wins
- Attribute associations — what LLMs say about each brand

[Get Your Full Report →](#)

SAMPLE REPORT

HOW TO READ THIS SECTION

This section explains why the brand is not showing up. Each gap was identified by cross-referencing the technical scores with the actual query results.

HIGH gaps are the main blockers. Fix these first. **MED** gaps affect specific query types. **LOW** gaps are worth addressing once the higher-priority items are done.

Important context: These gaps reflect what can be controlled on the website and its digital assets. AI models draw on many sources — their own internal training data, third-party directories, review sites, and the broader web. Fixing these gaps improves the signal sent to AI, but does not guarantee a specific ranking or mention rate. AI recommendations are never fully deterministic.

HIGH**Zero visibility for international tech companies (0% in Bengaluru)**

Root cause: LLMs cite restrictive SSN/ITIN and US-residency requirements as blockers; your 'intuitive remote onboarding' isn't framed as a solution for non-residents.

**3 More Strategic Gaps Identified**

The full report includes all gaps with impact ratings and specific evidence from LLM responses.

- Geographic blind spots where competitors dominate
- Provider-specific weaknesses (ChatGPT vs Gemini)
- Content authority gaps AI models can detect

[Get Your Full Report →](#)

HOW TO READ THIS SECTION

Each recommendation is tied to a specific gap identified above. They are ordered by priority — **HIGH** items will have the most impact on AI visibility.

Important context: These recommendations target factors controllable on the website. Implementing them will improve the signals the site sends to AI, but no action can guarantee a specific mention rate. AI model behaviour evolves independently of any single website.

1

HIGH Add FAQPage and HowTo JSON-LD schema to your product pages.

Significantly improves extractability grade and increases inclusion in problem-solving responses.

Addresses: Technical Extractability Grade of F

Methodology: 40 prompts across 4 categories (discovery, comparison, use-case, problem-solving), tested against ChatGPT and Gemini without web search enabled. Technical score based on 7 automated analyzers (robots.txt, schema, metadata, structure, llms.txt, citation, extractability). Organic AI visibility excludes branded comparison prompts. Generated by LLMGeoKit.

**4 More Prioritized Recommendations**

Each recommendation includes priority level, expected impact, and implementation guidance.

- Technical fixes for immediate wins
- Content strategy for long-term visibility
- Competitive positioning adjustments

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This report identifies the gaps. We can help you close them.

This report is built on deep research into how LLMs discover, evaluate, and recommend businesses. But every market has nuances that require a tailored approach — custom prompt strategies, niche-specific citation sources, and fixes that fit your exact stack. Our team can take it further.

CUSTOM PROMPTS

Prompts engineered for your exact market, vertical, and buying journey — targeting the queries where visibility matters most.

SOURCE INTELLIGENCE

Identify which citation sources matter most in your niche, so you can focus on the ones you can influence.

READY-TO-SHIP FIXES

Schema markup, llms.txt, content restructuring — implemented correctly, not just recommended.

PRECISION RANKING

LLMs don't answer the same way twice. We run hundreds of queries to deliver statistically significant mention rates — so you know exactly where you rank, not approximately.

Multi-product businesses: If your company has multiple product lines, service areas, or brands, each one has its own AI visibility profile. We can run separate reports and strategies for each, so nothing falls through the cracks.

Interested? Contact us at llmgeokit@gmail.com or visit llmgeokit.com/services to learn more.

A

Appendix — Prompts & LLM Responses

Full prompts sent to each LLM provider and their unedited responses.

DISCOVERY PROMPTS

✓ MENTIONED
ChatGPT · 668 tokens
POSITIVE

Best US business bank accounts for founders in Tel Aviv-Yafo needing high interest on balances.

Assuming you have a US-registered company and can open accounts remotely: CorpCard Cash (CorpCard Cash + CorpCard Yield/sweep) — business cash accounts that have been offering competitive yields often in the 3–5% range via FDIC sweep/treasury partnerships; SwiftBank (SwiftBank Treasury/FDIC sweep) — easy for remote founders and uses multi-bank FDIC sweep with variable APYs (typically low but can be competitive depending on partner rates); NovaPay Business Checking — pays a market-leading APY (around 1.5–2.0% historically) on qualifying balances up to limits; and HopperBank/FlowBank aren't high-yield — avoid brick-and-mortar SVB-style exposure post-2023 unless you have specific access. These are best-effort ranges — rates change often, so check each provider's current APY and FDIC coverage before depositing.

WHAT THE LLM SAID ABOUT YOU

"NovaPay Business Checking — pays a market-leading APY (around 1.5–2.0% historically) on qualifying balances up to limits"

BRANDS IN THIS RESPONSE

UNTRACKED CorpCard SwiftBank HopperBank FlowBank



39 More Prompt-Response Pairs

The full report includes every prompt sent to ChatGPT and Gemini, their complete unedited responses, mention detection results, sentiment analysis, and competitor tracking per response.

[Get Your Full Report →](#)