

Your brand appears. Does your website?

Two measures. Two different decisions.

Learn to separate brand mentions from owned-site citations.

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Mention

The answer names the brand.

A brand can be discussed without its website being cited.

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Owned-site citation

The answer cites the business website.

A third-party article mentioning the brand is a different relationship.

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Keep the sample visible

Typeform: named in 5/5.
Owned website cited in 1/5.

One US-English question, five retained answers, collected 17 October 2026. A demonstration, not a customer result.

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Inspect the evidence

**Open the original answer.
Follow the cited page.**

Check the exact question, collection date and source label before deciding what to change.

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Make a useful next step

Review the cited comparison pages.

Then choose a specific improvement with supporting evidence.

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