SUMMARY

How AI tools present *Fabulous Fido*

Fabulous Fido is my own pet-apparel brand, audited as a research project before any changes. September 2026 baseline, one round: 88 answers across 9 AI tools, 49 of them to shopper questions that didn't name the brand. Full text on record for 73 answers.

UNBRANDED QUESTION	NAMED	SUITABLE PICK
A shopper question that doesn't name the brand	The answer mentions the brand	The answer presents the brand as a suitable option to buy

41%
20 of 49 answers to unbranded questions named the brand

0 of 5
Google AI Mode answers named the brand

4 of 8
ChatGPT Search answers named the brand

17 of 20
answers that named the brand presented it as a suitable pick

9 in 10
answers with text on record (65 of 73) relied on marketplace listings

36%
of competitor mentions (93 of 258) went to six brands

Brand mentions in this audit sample; not market share or sales attribution.

> Of the answers checked, fewer than half named the brand. Of those that did, 17 of 20 presented it as a suitable pick.

ONE FINDING IN FULL

One answer, *two different compositions.*

A shopper asked for a knitted hat that leaves a French Bulldog's ears uncovered. Gemini's answer listed two Fabulous Fido Cozy Ears beanies and gave them different compositions, citing the same Chewy listing for both.

GEMINI ANSWER · SEPTEMBER 2026

ON THE COZY EARS BEANIE

"Material composition: 100% acrylic yarn."

ON THE ALPACA-BLEND BEANIE

"85% acrylic, 15% alpaca wool blend."

Source cited for both: Chewy, "FABULOUS FIDO Alpaca-Blend Handmade Cozy Ears Beanie"

THAT CHEWY LISTING · CHECKED OCTOBER 2, 2026

"Made from an 85% acrylic and 15% alpaca blend"

chewy.com/fabulous-fido-alpaca-blend-handmade/dp/5060326

The September version of the page wasn't archived. In the same answer, Gemini quoted it as 85/15.

WHY IT MATTERS TO A SHOPPER

The answer recommended the "100% acrylic" hat for sensitive skin. Anyone who follows its source lands on the alpaca blend.

POSSIBLE CAUSE, NOT CONFIRMED

The two versions have nearly the same name, and the answer may have merged their sources. The audit material doesn't establish the cause.

STATUS

OBSERVED	RECOMMENDED	IMPLEMENTED	RETESTED
Sep 2026	Done	Pending	Pending

ONE RECOMMENDATION

State the exact composition *for every version and colorway.*

The first change for this finding, at the level of what changes, where and why it comes first.

WHAT CHANGES	The exact composition of each version and colorway, stated in text on every listing where it's sold.
WHERE	Every listing for the Cozy Ears beanies on Chewy, Amazon and Etsy, and the brand's own site once it launches.
WHY FIRST	It addresses a documented mismatch, the brand controls it today, and the same question shows whether it worked.
EXPECTED EFFECT	Lower risk that one version's material is attached to another. Not a guarantee: the follow-up measures it.
HOW IT'S CHECKED	The follow-up uses the same questions and the same AI tools as the baseline, so the before and after can be compared.

Selected findings shown. Full analysis and implementation priorities are included in the client report. Implementation and follow-up measurement are pending.

Find out how AI *presents your product.*

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