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AI SEARCH VISIBILITY REPORT · 15 OCTOBER 2026

How AI assistants answer buyers looking for privacy-friendly website analytics software (Google Analytics alternatives), and where Plausible appears

Website checked: https://plausible.io/ · Market: global, small businesses and SaaS · 30 buyer questions, each asked to 2 AI models (60 answers in total).

90%
of answers name Plausible

28 / 30
questions where at least one model names it

Fathom Analytics
most-named alternative (47 answers)

Summary

Plausible recorded 54 mentions across 60 tested answers, achieving a 90 per cent visibility rate across Gemini and Gemma. While the brand frequently appeared alongside competitors like Fathom Analytics and Matomo, it was omitted in responses concerning sub-2kb script requirements, site speed optimisation, heatmaps, and international privacy regulations. Technical checks show all tested AI search bots are allowed access, but the site lacks an llms.txt file, contains no homepage FAQ section, and deploys only WebSite schema. Addressing these technical gaps and developing content around specific feature boundaries and regulatory requirements will clarify Plausible's capabilities for search engines.

Visibility by model

MODEL	ANSWERS NAMING PLAUSIBLE	RATE
Gemini	27 of 30	90%
Gemma	27 of 30	90%

Models answering: gemini-3.1-flash-lite, gemma-4-31b-it. Method: each question was sent through the model's API on 15 October 2026 with no web search tool enabled, so answers reflect what the model already associates with the category.

Answers vary between runs and between consumer apps (ChatGPT, Perplexity, Google AI Overviews), so treat these figures as a snapshot, not a ranking guarantee.

Who gets recommended instead

BRAND NAMED	ANSWERS	SHARE OF ANSWERS
Fathom Analytics	47	
Matomo	36	
Simple Analytics	16	
Google Analytics	10	
Umami	10	
PostHog	7	
Cloudflare Web Analytics	5	
Piwik PRO	3	
Pirsch	3	
Pirsch.io	3	
Google Tag Manager	3	
Cookiebot	3	

Technical checks on your site

CHECK	RESULT
Home page title	Plausible Analytics | Simple, privacy-friendly Google Analytics alternative
Meta description	Plausible is a lightweight and open-source Google Analytics alternative. Your website data is 100% yours and the privacy of your visitors is respected.
Structured data (schema.org) types on home page	WebSite
/llms.txt present	No
Sitemap declared in robots.txt	Yes
FAQ content or FAQPage markup on home page	No

AI crawler access (robots.txt)

CRAWLER	STATUS
GPTBot	allowed (no rule)

OAI-SearchBot	allowed (no rule)
ChatGPT-User	allowed (no rule)
PerplexityBot	allowed (no rule)
ClaudeBot	allowed (no rule)
Google-Extended	allowed (no rule)
CCBot	allowed (no rule)
Applebot-Extended	allowed (no rule)

Home page fetched with HTTP status 200. If it shows 0 or 403, the site blocked our automated fetch, and some fields above may read as missing for that reason.

Fixes, in priority order

1. Publish dedicated documentation on script payload and referral tracking

Impact: High · Effort: Medium

Why: The software was omitted from recommendations requiring an analytics script under 2kb that retains referral data. Competitors were favoured in technical prompts that focused on minimal script sizes.

How: Create a technical specification page detailing the exact kilobyte weight of the script. Explain the technical process used to collect and preserve referrer data without relying on bulky identifier libraries. Link this documentation from product overviews and site navigation.

2. Create content focused on international privacy compliance frameworks

Impact: High · Effort: Medium

Why: Plausible was absent from answers advising users worried about compliance with international data privacy laws. Addressing specific global standards helps search engines associate the tool with legal compliance queries.

How: Publish dedicated guides analysing compliance requirements under GDPR, CCPA, and PECR. Detail how cookieless tracking operates under international privacy regimes without requiring user consent banners. Outline hosting jurisdictions and data processing terms clearly for international small businesses.

3. Publish comparison and integration guides for session recording tools

Impact: High · Effort: Medium

Why: Engines overlooked Plausible when users asked for privacy-compliant analytics providing heatmaps and session recordings, leaning instead towards tools like Matomo or PostHog. The platform needs explicit materials addressing this feature set.

How: Author clear documentation explaining why Plausible prioritises aggregate statistics over individual session replays. Provide guides showing how to pair Plausible with independent privacy-focused heatmap tools if those features are required. Publish comparison pages that outline the privacy trade-offs between lightweight metrics and full session recordings.

4. Produce resources targeting script weight and site performance

Impact: Medium · Effort: Medium

Why: Prompts regarding website performance degradation caused by heavy analytics scripts failed to cite Plausible. AI models need clearer thematic relevance between Plausible and web speed optimisation.

How: Publish benchmarking resources showing the performance differences between legacy scripts and lightweight alternatives. Provide instructions on auditing page weight and removing third-party script bloat without losing baseline analytics data. Position these resources across technical guides and developer-focused articles.

5. Deploy SoftwareApplication and Organization structured data

Impact: Medium · Effort: Low

Why: Site checks indicate that plausible.io only implements WebSite schema. This leaves search engines without standard machine-readable metadata regarding the software category, operating model, and publisher.

How: Implement SoftwareApplication JSON-LD schema on the main product pages, defining properties such as applicationCategory, operatingSystem, and offers. Add Organization schema containing brand identity details, support URLs, and official links. Validate the code using structured data testing tools to verify parser syntax.

6. Add a structured llms.txt file to the domain root

Impact: Medium · Effort: Low

Why: The site checks show that llms.txt is false on the domain. Providing this file gives AI crawlers a direct summary of the product's architecture and features.

How: Create an llms.txt file in the root directory following the standard format. Include concise descriptions of the tool, script size specifications, privacy policies, and pointers to key technical documentation. Ensure the file is served with a standard text MIME type and accessible without redirection.

7. Add an FAQ section to the homepage with FAQPage schema

Impact: Low · Effort: Low

Why: Site checks confirm that faq_on_home is false. Answering common queries directly on the homepage provides structured question and answer pairs for AI systems to parse.

How: Add a structured FAQ section to the homepage addressing questions on privacy law compliance, script footprints, and data ownership. Mark up the section using FAQPage schema in JSON-LD format. Ensure the questions match real search queries regarding analytics alternatives.

Every question and result

#	BUYER QUESTION	GEMINI	GEMMA	FIRST BRANDS NAMED

1	What are the best privacy-focused website analytics tools for a small SaaS company?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Google Analytics
2	Top 5 cookieless analytics platforms for international businesses.	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Piwik PRO
3	Which privacy-friendly website analytics software is ranked highest for user experience?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Google Analytics
4	What are the best open-source alternatives for tracking website visitors without violating privacy laws?	Named (#2)	Named (#2)	Matomo, Plausible Analytics, Umami
5	List the top-rated lightweight analytics tools that don't slow down page load times.	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Cloudflare Web Analytics
6	What are the best ethical tracking tools for a startup focused on data sovereignty?	Named (#2)	Named (#2)	Matomo, Plausible Analytics, PostHog
7	Which privacy-first analytics platforms are best for small e-commerce sites?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Piwik PRO
8	What are the top analytics solutions that provide real-time data without using personal identifiers?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Matomo
9	Find me a privacy-compliant analytics tool that offers heatmaps and session recordings.	Named	Not named	Matomo, FullStory, Microsoft Clarity
10	Which analytics software allows for self-hosting on my own servers to ensure total data ownership?	Named (#2)	Named (#2)	Matomo, Plausible Analytics, Umami
11	Recommend a cookieless analytics provider that integrates easily with common content management systems.	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Matomo
12	Recommend a privacy-focused analytics tool that supports custom event tracking for SaaS conversion funnels.	Named (#2)	Named (#3)	Fathom Analytics, Plausible Analytics, Google Analytics
13	What is the best analytics platform for a site that needs to comply with international privacy regulations without a cookie banner?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Cloudflare Web Analytics
14	I need a lightweight analytics script under 2kb that still provides accurate referral data.	Not named	Named (#1)	Ackee, Fathom Analytics, TinyAnalytics
15	How do the leading cookieless analytics platforms compare in terms of dashboard simplicity?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Simple Analytics
16	What are the main differences between open-source and hosted privacy-first analytics services?	Named (#3)	Named (#3)	Matomo, Fathom Analytics, Plausible Analytics
17	Compare the data retention policies of the most popular ethical analytics providers.	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Matomo
18	What are the alternatives to major corporate tracking scripts that offer better data privacy for users?	Named (#1)	Named (#1)	Plausible Analytics, Fathom Analytics, Matomo

19	How do lightweight analytics tools compare to traditional heavy-duty tracking platforms regarding SEO impact?	Named (#3)	Named (#2)	Google Analytics 4, Fathom Analytics, Plausible Analytics
20	What is the most cost-effective privacy-friendly analytics software for a site with 50,000 monthly visitors?	Named (#1)	Named (#3)	Plausible Analytics, Fathom Analytics, Umami
21	Are there any free or low-cost website tracking tools that don't sell user data to third parties?	Named (#2)	Named (#3)	Fathom Analytics, Plausible Analytics, Umami
22	Which privacy-focused analytics provider offers the best value for a multi-site agency plan?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Matomo
23	Show me the pricing tiers for the top three cookieless analytics platforms for a growing SaaS startup.	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Mixpanel
24	Is it worth paying for a premium privacy-first analytics tool versus using a free basic script?	Named (#3)	Named (#1)	Google Analytics, Fathom Analytics, Plausible Analytics
25	My website speed is being dragged down by heavy tracking scripts how can I fix this without losing visitor data?	Not named	Not named	Google Tag Manager, Stape.io, Cookiebot
26	I want to remove my annoying cookie consent banner but still see how much traffic I get what should I do?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Cloudflare Web Analytics
27	How can I track my marketing campaign performance without collecting any personally identifiable information?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Campaign URL Builder
28	I am worried about legal compliance with international data privacy laws regarding my website traffic what are my options?	Not named	Not named	Termly, Cookiebot, OneTrust
29	My current analytics dashboard is too complex for my small team is there a simpler way to see my top pages and referrers?	Named (#2)	Named (#1)	Fathom Analytics, Plausible Analytics, Simple Analytics
30	How do I stop big tech companies from profiling my website visitors while still getting basic usage stats?	Named (#1)	Named (#1)	Plausible Analytics, Fathom Analytics, Matomo

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