

SEO Vendor Launches RankLens: World's First and Only Platform to Measure Brand Visibility in Large Language Models

Introducing a New Standard in Marketing Metrics for the Generative AI Era

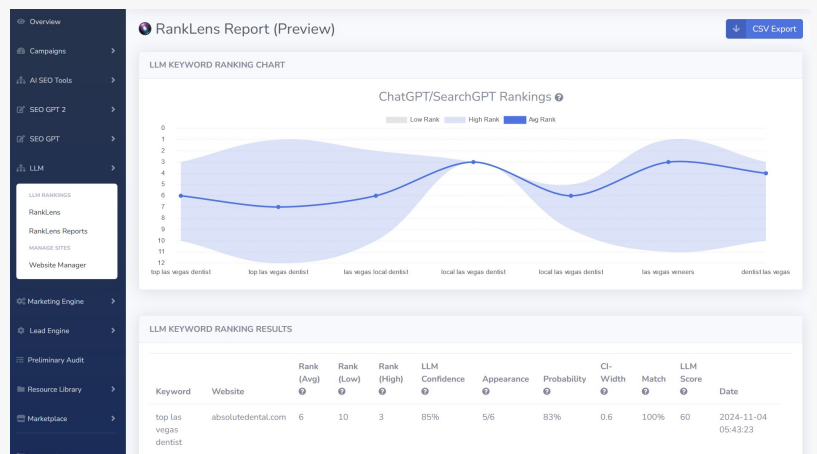
LAS VEGAS, NV, UNITED STATES, November 6, 2024 /EINPresswire.com/ -- [SEO Vendor](#) is proud to announce the launch of [RankLens](#), the world's first and only platform designed to assess and track brand and website visibility within Large Language Models (LLMs). This groundbreaking tool marks a significant advancement in marketing analytics, aligning with the rise of generative AI.

RankLens is now available in a Preview release, offering users the ability to discover and monitor their brand's presence in LLMs. The platform is built upon SEO Vendor's proprietary technologies, including the Patent-Pending MGPT (Multi-sampling GPT) and Retrieval-Augmented Generation (RAG), along with several patent-pending computation aggregators. These innovations enable RankLens to provide comprehensive insights into how brands are represented and ranked within AI-driven models.

"In the Generative AI age, traditional metrics fall short in capturing a brand's true digital footprint," said Jim Liu, CEO



RankLens Preview



RankLens Screenshot

of SEO Vendor. "RankLens offers a new measure of marketing by leveraging advanced AI technologies to deliver precise visibility assessments in LLMs."

Key Benefits for Brands and Businesses

1, Reliable AI Visibility Tracking:

RankLens allows brands to see where they rank across various AI-driven platforms, providing insights that traditional analytics miss. MGPT technology can sample 6X, 50X, 100X or even 500X, empowering businesses to identify gaps in visibility and improve their positioning in an AI-centric digital landscape.

2. Competitive Insights: By tracking a brand's visibility relative to competitors, RankLens helps businesses understand their market standing with ranking range, confidence scoring, LLM scoring, probability scoring and refine strategies to capture a larger share of attention in LLMs.

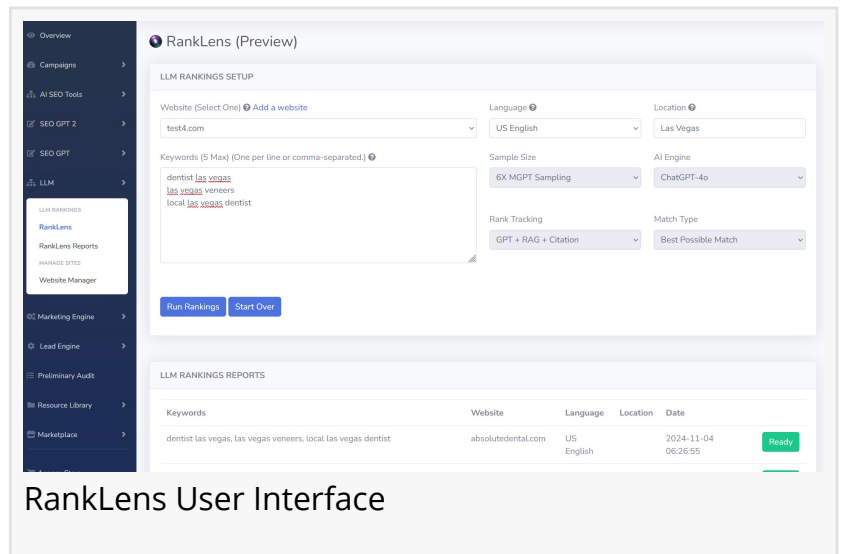
3, Actionable Optimization: RankLens analyzes brand and website presence across different answer formats in LLM responses, giving actionable scoring data such appearance and brand match for content adjustments that increase relevance and visibility. By leveraging RankLens' insights, brands can refine their messaging and ensure they're delivering what AI platforms prioritize.

4. Future-Proof Marketing: RankLens offers Fortune 500 companies and small businesses alike an opportunity to prepare for the continued evolution of generative AI. As more consumers rely on AI for information, RankLens equips businesses with the tools to stay at the forefront, ensuring they don't fall behind in reaching AI-savvy audiences.

The development of RankLens involved two years of dedicated research and numerous iterations, leading to a robust tool that addresses the complexities of modern digital marketing. By utilizing MGPT, RankLens can perform up to 500 iterations to detect answer variants, ensuring accurate and reliable visibility tracking. The integration of RAG allows the platform to enhance its data retrieval capabilities, providing users with a comprehensive view of their brand's presence across various AI models.

For more information about RankLens and to access the Preview release, visit SEO Vendor's RankLens webpage.

About SEO Vendor



RankLens User Interface

SEO Vendor is an award-winning leading provider of [AI-driven white label SEO solutions](#), specializing in cutting-edge patented technology to advance digital marketing for brands worldwide. The SEO Vendor platform and AI tools are utilized by over 500,000 users worldwide. For more information about RankLens and how your business can benefit from AI-enhanced marketing, visit <https://seovendor.co>.

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