

# Identify Competitors with AI-Powered Analysis

## Part 4

A strategic approach to identify competitors, analyze their strategies, and find opportunities to outperform them in AI-powered search results.

 by Moving Forward Small Business

# About Jimmy Newson

**CEO & Founder:** Moving Forward Small Business.

Jimmy Newson, also known as the Impact Influencer, is a business and growth strategy consultant, international speaker, and Moving Forward Small Business founder. He specializes in working with small businesses and entrepreneurs and is a contributor and Leadership Network member with Entrepreneur.com. Newson holds industry certifications in Google, HubSpot, SEMrush, Cascade, and Trainual and serves as a board and committee member for various private, government, and nonprofit organizations.



# Moving Forward Small Business (MFSB): Empowering Entrepreneurs

## Community-Based Membership

Dedicated to supporting small business owners, entrepreneurs, business professionals, and startups.

## Resources & Networking

Events, expert content, on-demand training, community, and networking opportunities provided.

## Digital Transformation, Strategy & Innovation

Leverages strategy, technology, and innovation to increase success rates.

## Empowerment for Growth

Actionable resources and a holistic approach to empower members for long-term growth.

# Presented By



Moving Forward Small Business (MFSB) is dedicated to helping small businesses, entrepreneurs, and startups achieve growth and resilience. They offer tailored strategies, digital transformation services, SEO solutions, and AI-powered tools. MFSB provides expert consulting, market research, and lead generation to enhance digital presence and optimize growth, alongside signature programs, resources, and ongoing membership support.

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Semrush is an all-in-one, AI-powered marketing platform that helps businesses enhance online visibility and attract customers. It offers a comprehensive suite of data-driven tools for traffic analysis, SEO, content marketing, social media, and advertising. Users can gain insights into competitors, optimize content, monitor brand mentions, and launch targeted campaigns to achieve their marketing goals.

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# 6-PART WORKSHOP SERIES

**01**

**Preparing Your  
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**02**

**Analyze Brand  
Visibility with AI  
Insights**

**03**

**Optimize Content  
for User Intent in  
AI Search**

# 6-PART WORKSHOP SERIES

**04**

**Identify  
Competitors with  
AI-Powered  
Analysis**

**05**

**Ensure High-  
Quality,  
Authoritative  
Content for AI  
Search**

**06**

**Build a Strong  
Online Presence  
for AI Search  
Readiness**



### Below are the replays & resources for each part of the AI Search Series.

They will be available for free until September 17, 2025, without VIP access.

Welcome to the replay page. All workshops that have already taken place are marked as **Unlocked**, so you can watch them now. If a session shows as **Locked**, it means the event has not happened yet. This entire page, with replays, is accessible under the free tier until **September 17th**, seven days after the series ends.

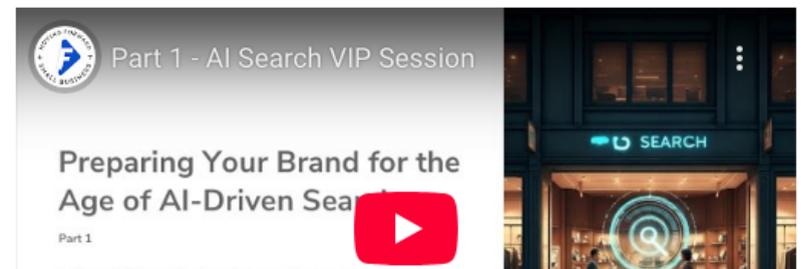
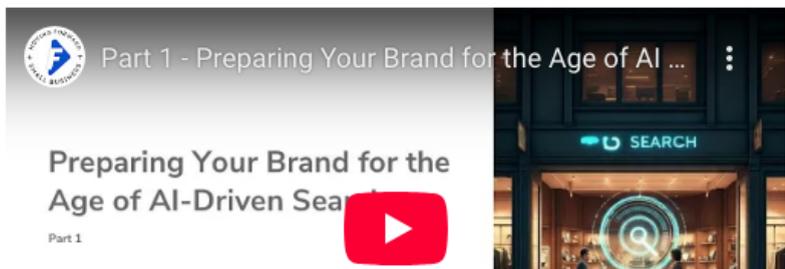
To attend any remaining live sessions, please [register on Eventbrite](#) if you haven't done so already. If you have already registered, you are all set and included in the remaining sessions!

Finally, please safelist our emails to ensure you receive all communications about the series. To get longer access to the content, you can upgrade to VIP for \$47. Scroll down to resources section.

<b>Part 1</b>	<b>Part 2</b>	<b>Part 3</b>	<b>Part 4</b>	<b>Part 5</b>	<b>Part 6</b>
Unlocked	Unlocked	Unlocked	Locked	Locked	Locked

#### Part 1: Preparing Your Brand for the Age of AI-Driven Search (Brand Performance & The Big Picture)

#### Part 1: VIP Session (Upgrade to join all the VIP sessions for a one-time \$47 investment)



Got any questions? I'm happy to help.

<https://movingforwardsmallbusiness.com/preparing-your-brand-for-ai-driven-search-replay-resources/>

# Understanding Competitor Types

Identifying the different kinds of competitors is crucial for a comprehensive AI search optimization strategy. Each type presents unique challenges and opportunities.



## Direct Competitors

Offer identical or very similar products/services to your target customers.



## Indirect Competitors

Meet the same customer need but with alternative products or services.



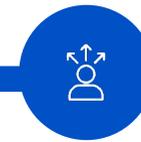
## Potential Competitors

Companies that could enter your market in the near future, often through expansion.



## Future Competitors

Emerging startups or technologies that may disrupt the market in the long term.



## Replacement Competitors

Alternative solutions or behaviors that customers might choose instead of your offering.



Feed

Getting Started

MFSB Team

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Monthly Framework

**Categorized Frameworks**

Assessment & Pathways

Monthly Framework Roun...

May 2025 Framework

June 2025 Framework

July 2025 Framework

August 2025 Framework

MFSB Events

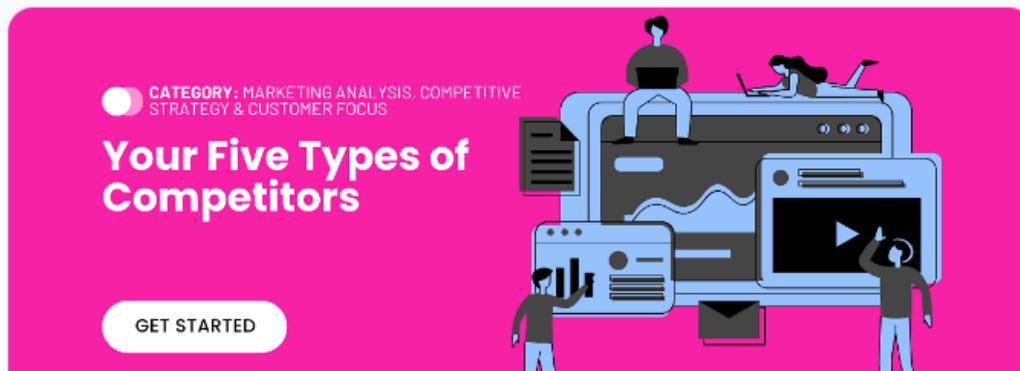
Cascade - Free Strategy Pl...

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← Back to Categorized Frameworks



CATEGORY: MARKETING ANALYSIS, COMPETITIVE STRATEGY & CUSTOMER FOCUS

## Your Five Types of Competitors

GET STARTED

### Your Five Types of Competitors

Share ...

Welcome to the October 2023 monthly action plan overview. This month, we will focus on every business's five types of competitors. By the end of this month's framework, you will have a clear picture of every type of business that competes with your business and what helps you stand out from each of them.

#### Training Links & Monthly Action Plan:

##### Monthly Live Training Call

- <https://community.movingforwardsmallbusiness.com/c/weekly-events/live-training-on-your-5-types-of-competitors>

##### 5-Day Implementation Training

- Day 1: Getting Started with Competitive Research (Techniques and Tools) [Watch Replay](#)
- Day 2: Researching Your Direct and Indirect Competitors [Watch Now](#)
- Day 3: Research Your Potential, Future, and Replacement Competitors [Watch Replay](#)

Need help?

<https://community.movingforwardsmallbusiness.com/c/categorized-frameworks/monthly-action-plan-da8e48>

# Why Competitor Analysis Matters

## Discover Ranking Factors

Identify what helps competitors rank highly for your target keywords in AI-driven searches.

## Find Content Gaps

Spot topics competitors haven't covered thoroughly or where their content lacks depth.

## Refine Your Strategy

The goal isn't copying competitors. It's providing more value than they do.

## Social Media Strategies

Analyze how competitors leverage social platforms to amplify content and build authority signals.





# AI Search Response Sources

## Identify Competitors Featured in AI Search Responses

To stay competitive, it's essential to understand what sources AI search engines reference and why they're chosen.

-  **Track AI Citations**  
Monitor which sources AI search engines reference most frequently.
-  **Analyze Selection Patterns**  
Understand why certain sources are chosen over others.
-  **Identify Authority Signals**  
Determine what makes competitors appear authoritative to AI systems.



# Identify Competitors Checklist

## Overview

Understanding your competition is critical to standing out in AI-driven searches. This checklist will help you analyze competitors and identify opportunities to differentiate your brand.

## 1. Initial Competitor Research

- Create a list of direct competitors in your industry
- Identify indirect competitors who target similar audiences
- Document competitors frequently appearing in AI search results
- Track competitor rankings for your target keywords

Compare how competitors appear in AI search results:

Company	AI Citation Frequency	Content Types Cited	Search Response Visibility
[Your Company]	Current citation rate	· Blog posts · Case studies · Product pages	· Areas where you appear · Ranking status · Citation quality
[Competitor 1]	High/Medium/Low	· Research papers · Industry reports · How-to guides	· Featured snippets · Direct answers · Knowledge panels

# 4 Competitor Analysis Strategies



## Citation Analysis

Examine where competitors get mentioned in AI responses.



## AI Overview Study

Analyze response structures and preferred formats in AI results.



## Query Pattern Research

Explore related searches to understand broader user interests.



## Gap Identification

Find content opportunities through AI follow-up questions.



# 1. Citation Analysis Techniques

Analyzing AI-generated citations to see where competitors are getting mentioned and understanding the types of content that earn citations

## Track AI Mentions

Monitor which competitor content gets cited most frequently in AI responses.

## Analyze Content Patterns

Identify common characteristics in highly-cited competitor content.

## Map Citation Networks

Understand how citations connect between sources to establish authority signals.





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Discover



Spaces



Account



Upgrade



Install

# which companies offer both new and used vending machines

Answer Images Sources · 10 Steps

The Discount Vending ...  
Buy New & Used Vending  
Machines for Sale

Vendtek Wholesale Eq...  
Vending Machines for Sale  
- Vendtek Wholesale...

A&M Vending Machine...  
Vending Machines For Sale  
from A&M - New,...

A&M Vending Machine...  
Buy New & Used Vending  
Machines - A&M Equipme...



There are several reputable companies in the United States that offer both new and used vending machines, catering to entrepreneurs and businesses seeking flexible options for different budgets and operational needs. [discountvending +3](#)

## Leading Companies Offering Both New and Used Vending Machines

- **Vending.com:** Provides a wide range of new vending machines as well as factory “certified” refurbished and used models, including snack, drink, combo, coffee, and custom solutions. [vending +1](#)
- **A&M Equipment Sales:** Sells top-quality new, refurbished, and used vending machines, including snack, combo, and specialty machines, with tailored advice and tech support for newcomers and established operators. [amequipmentsales +2](#)
- **Southern Equipment Sales:** Offers both new and used/refurbished vending machines from major American manufacturers, covering drink, snack, combo, food, and specialty vending

Ask a follow-up...



☰

🔍

Gemini

2.5 Flash ▾

📄 New chat

Gems

📖 Storybook 🗑

↔ Coding partner

📁 Explore Gems

Recent

The 5-Day "Catch-Up & Win..." 🗑

Laura - Web App 2 - Custo... 🗑

Laura - Web App 1 🗑

Civic Action Now Platform 🗑

MFSB Survival Kit & BizNav 🗑

Small Biz CMO SaaS App Plan 🗑

APRG Landing Pages 🗑

Success Magazine Quote - ... 🗑

AI Search Proposal and Prici... 🗑

1st Event Partnership - LINE... 🗑

Net Gains Membershin 🗑

📄 Templates

⚙ Settings & help

which companies offer both new and used vending machines

◆ Several companies specialize in selling both new and used (often "refurbished" or "remanufactured") vending machines. These suppliers typically offer a wide range of machines, from snack and beverage to combo and specialized vending units. 🔗 🔗

Some of the companies that offer both new and used vending machines include:

- **Vending.com:** They are a factory-direct supplier and offer a variety of new and remanufactured machines with a 2-year parts warranty on new and remanufactured machines and a lifetime of free technical support. 🔗
- **A&M Equipment Sales:** This company offers new, used, and refurbished machines, including snack, drink, and combo machines. They also provide parts and accessories. 🔗
- **Vendtek Wholesale Equipment:** Vendtek sells a diverse selection of new and "remanufactured" vending machines, which they state are rebuilt to a "like new" condition. 🔗
- **The Discount Vending Store:** This company offers a wide range of new and refurbished machines with various features and different price points. They provide warranties on both new and used machines, along with lifetime technical support.
- **Franklyn Services:** Based in the NY/NJ/CT area, this company sells, services, and repairs new, refurbished, and used vending machines. 🔗

🗑 Enter a prompt for Gemini

+ 🛠 Tools 🔊

Your Jimmy Newson chats aren't used to improve our models. Gemini can make mistakes, so double-check it. [Your privacy & Gemini](#)

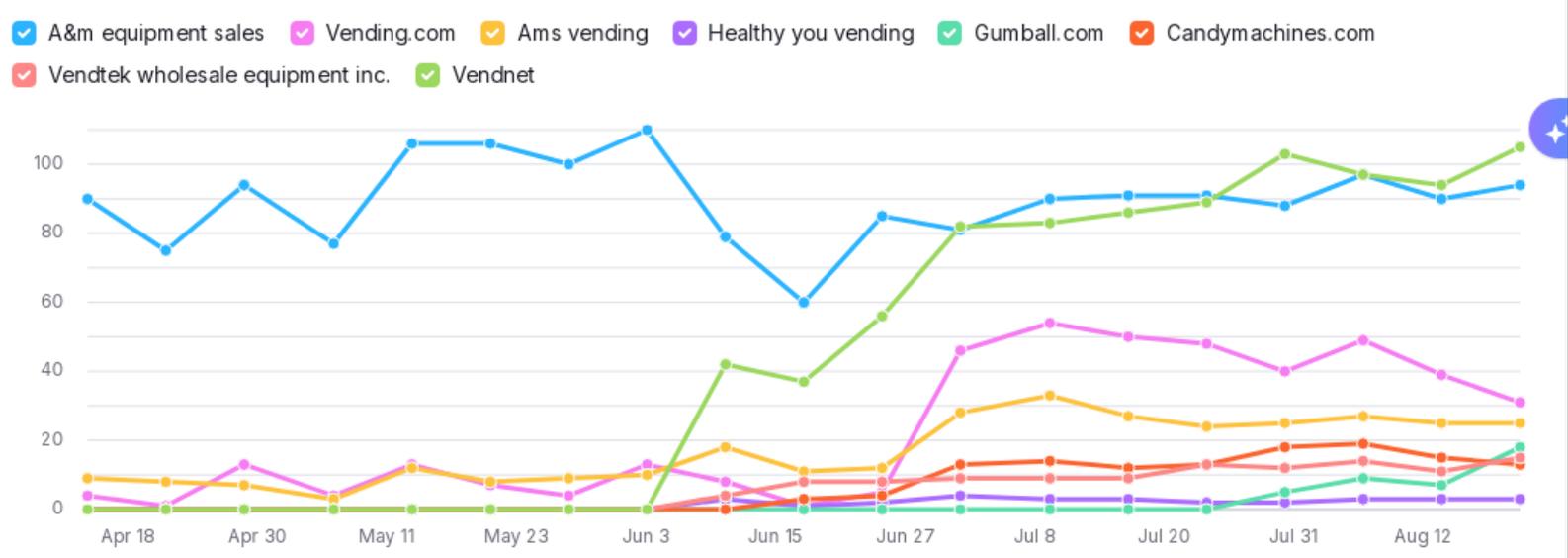
- Home
- Brand Performance
- Brand Performance
- Visibility
- Perception
- Citations**
- Questions
- AI Analysis
- Visibility Overview
- Growth Plan soon
- Competitor Research soon
- Topic Analysis soon
- Monitoring
- Site Audit
- Prompt Tracking
- Social
- Ad
- Reports
- App Center

amequipmentsales.com + Add domain

[Export to PDF](#) [How we gather data](#) [Send feedback](#)

### Cited Brand Mentions <sup>i</sup>

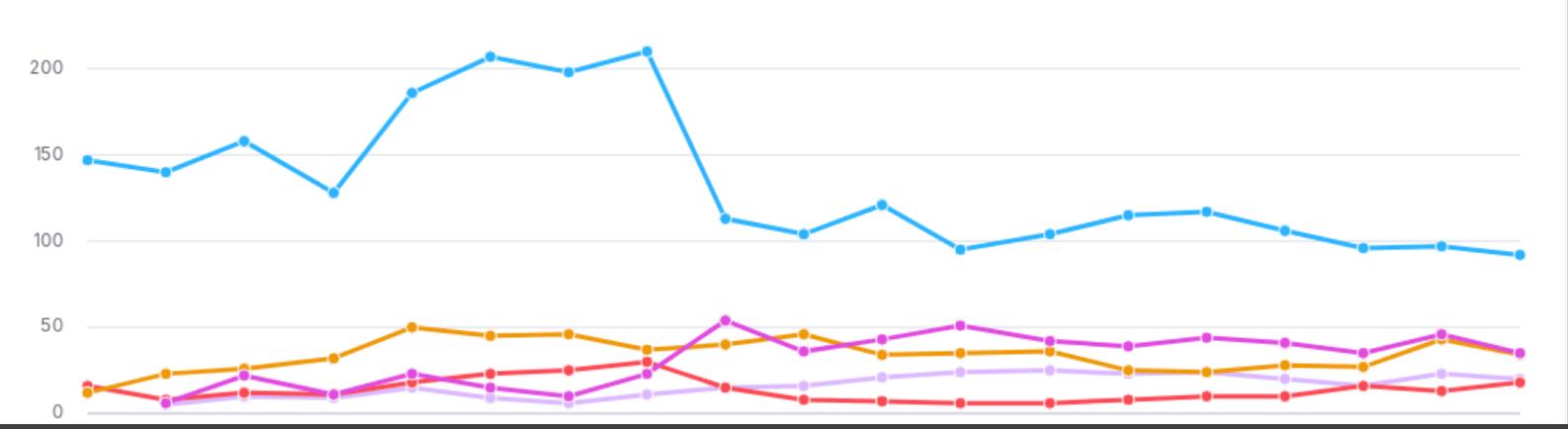
A&m equipment sales	<div style="width: 49%;"></div>	49%	94
Vending.com	<div style="width: 16%;"></div>	16%	31
Ams vending	<div style="width: 13%;"></div>	13%	25
Healthy you vending	<div style="width: 2%;"></div>	2%	3
Gumball.com	<div style="width: 9%;"></div>	9%	18
Candymachines.com	<div style="width: 7%;"></div>	7%	13
Vendtek wholesale equipment inc.	<div style="width: 8%;"></div>	8%	15
Vendnet	<div style="width: 55%;"></div>	55%	105



### Who AI cites when mentioning your brand <sup>i</sup>

#### Top Cited Domains <sup>i</sup>

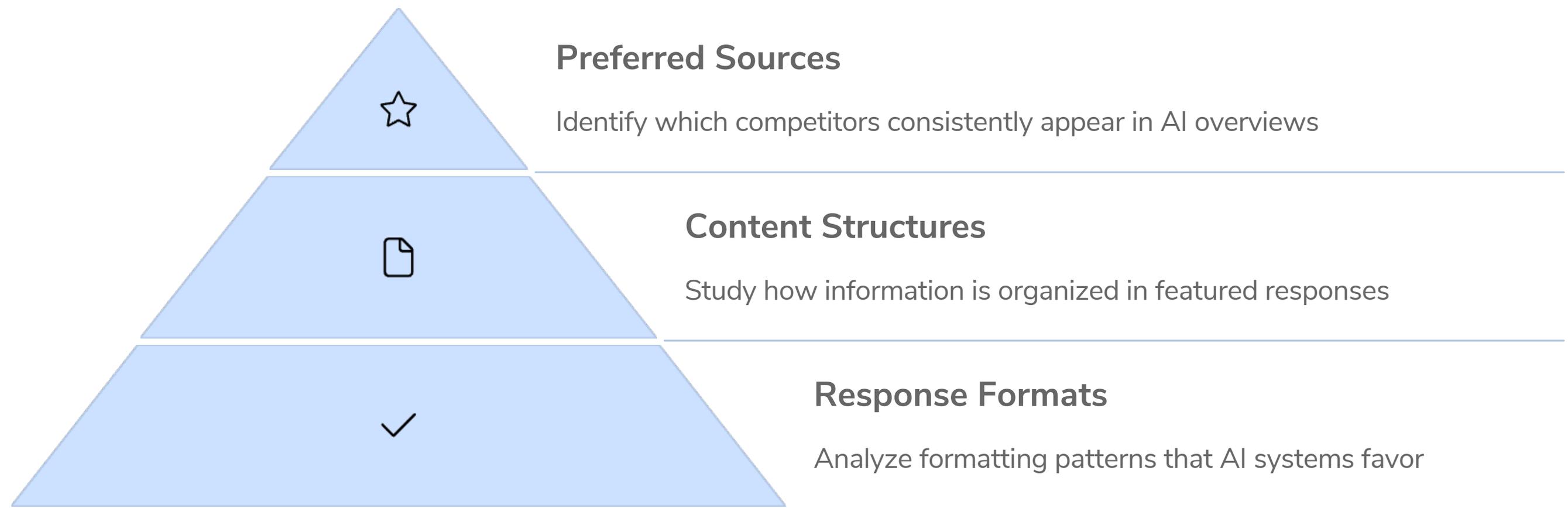
amequipmentsales.com <small>you</small>	<div style="width: 12%;"></div>	12%	92
vending.com	<div style="width: 5%;"></div>	5%	35
reddit.com	<div style="width: 5%;"></div>	5%	34
evending.com	<div style="width: 3%;"></div>	3%	20
linkedin.com	<div style="width: 2%;"></div>	2%	18



<https://semrush.sjv.io/c/2954573/3082487/13053?sharedid=campaign-tts-2025>

# 2. Examining AI Overviews

Examining Google's AI Overviews to study response structures, preferred formats, and cited sources



AI Overview

Companies like A&M Equipment Sales, The Discount Vending Store, and Vendweb.com offer both new and used/refurbished vending machines. Other vendors and distributors such as Piranha, Southern Equipment Sales, and Vending World also provide new, refurbished, and used machines from various manufacturers, catering to different budgets and needs for vending machines.

Here are some companies you can consider:



A&M Equipment Sales

offers both new and used vending machines for snacks, drinks, and combo options, and is an authorized distributor of Vendo machines, according to their website.



The Discount Vending Store

provides new and refurbished vending machines, with different warranties for each category, along with features like cashless payment systems.



Vendweb.com

offers a selection of quality used, refurbished, and new vending machines, ensuring that their used machines are thoroughly inspected and performance-backed.



Southern Equipment Sales

stocks a wide range of new, used, and refurbished machines from manufacturers such as AMS Vendors, Automatic Products, and Crane National Vendors.



Piranha

(buyvending.com) focuses on providing high-quality new and used machines suitable for medium-sized businesses looking to start a vending operation.



Vending World

sells and provides new and refurbished snack and drink vending machines, often running monthly specials on their used machines.

**New & Refurbished Vending Machines For Sale**  
 Southern Equipment Sales has numerous new, used, and refurbished vending machines from ...  
 southernequimentsales.com

**Buy New & Used Vending Machines - A&M Equipment Sales**  
 Buy New & Used Vending Machines - A&M Equipment Sales. Buy New & Used Vending...  
 A&M Equipment Sales

**Buy New & Used Vending Machines for Sale**  
 The Discount Vending Store

Show all

AI Overview

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 southernequimentsales.com

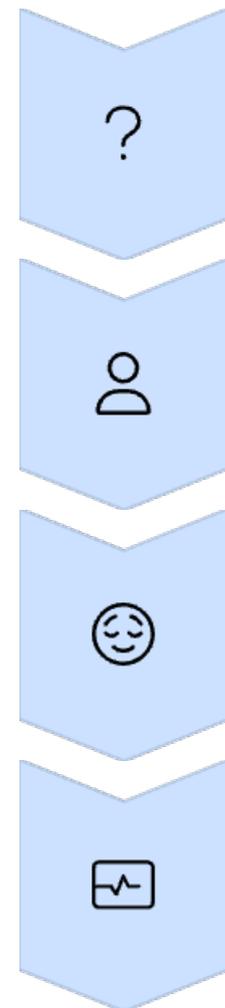
**Buy New & Used Vending Machines - A&M Equipment Sales**  
 Buy New & Used Vending Machines - A&M Equipment Sales. Buy New & Used Vending...  
 A&M Equipment Sales

**Buy New & Used Vending Machines for Sale**  
 The Discount Vending Store

Show all

# 3. Leveraging "People Also Ask"

Using the "People Also Ask" Google SERP feature to identify related search queries and understand the broader context of user interests



## Identify Related Queries

Collect questions from the "People Also Ask" section

## Analyze User Intent

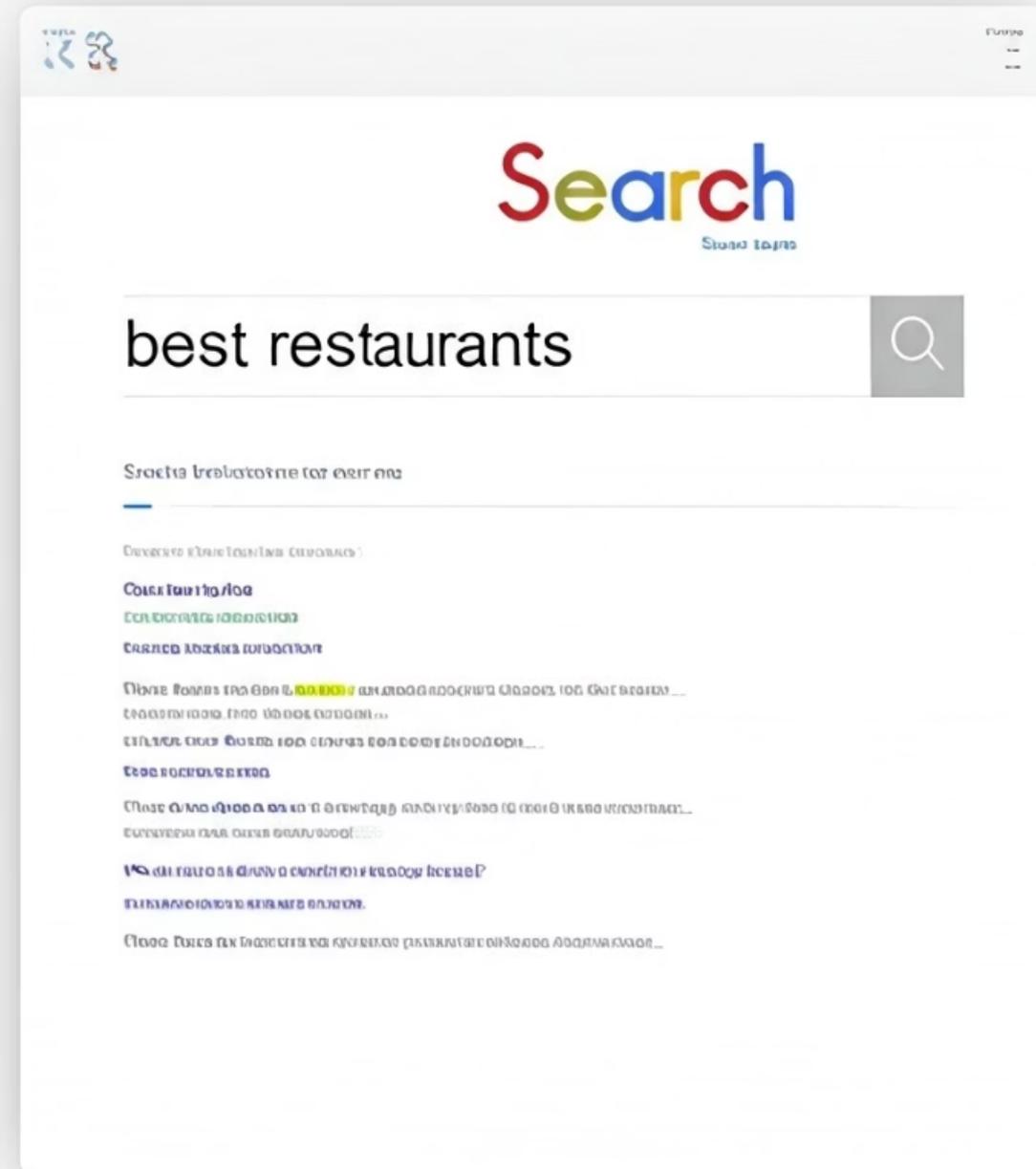
Understand the broader context of user interests

## Create Targeted Content

Develop comprehensive answers to related questions

## Monitor Competitor Answers

See which competitors are featured in these responses



### Buy New & Used Vending Machines for Sale

MOZ DA: 21/100 (+17%) Ref Dom: 1.4K Ref Links: 5.67K Spam Score: 1% [Show backlinks](#)

Search traffic (us): 2600/mo (website: 5600/mo) - Keywords (us): 316 (website: 881)

Top keywords (us): warehouse vending machines, vending machine cost, vending machine warehou... [View All](#)

We sell high-quality, affordable vending machines. We provide tech-support and training for every new or used vending machine you buy.

#### People also ask

Should I buy a new or used vending machine?

How many vending machines do you need to make \$100k?

Will Coca-Cola give me a vending machine?

Do you need an LLC to buy a vending machine?

[Feedback](#)



A&M Equipment Sales

<https://www.amequipmentsales.com> > buy-vending-mac...

### Buy New & Used Vending Machines

MOZ DA: 28/100 (+47%) Ref Dom: 1.58K Ref Links: 4.95K Spam Score: 1% [Show backlinks](#)

Search traffic (us): -/mo (website: 17.60K/mo) - Keywords (us): - (website: 1939)

In fact, we offer both new and used vending machines to fit any location and budget. Additionally, our inventory includes models that combine multiple ...

Missing: companies | Show results with: companies



Vending.com

<https://www.vending.com> > vending-machines > combo-...

### Combo Vending Machines | Dual Snack and Drink Vending

MOZ DA: 37/100 (-3%) Ref Dom: 610 Ref Links: 3.45K Spam Score: 31% [Show backlinks](#)

Search traffic (us): 950/mo (website: 27.60K/mo) - Keywords (us): 131 (website: 1989)

Top keywords (us): combination vending machines, best combo vending machines, combo vending ... [View All](#)

Vending.com is the "factory direct supplier" of new and factory "Certified" re-manufactured vending machines, including combo snack cold drink coffee cold...

**KEYWORDS**

★ KEYWORD	VOL (US)	TREND	PAGES
★ buy vending machine	9,900		3
★ warehouse vending machines	880		4
★ vending machine warehouse	880		3
★ small snack vending machines for sale	880		3
★ refurbished vending machines for sale	210		3

Per page: All 1-5 of 5

**Related Keywords** [Copy](#) [Export](#)

KEYWORD [Load Metrics \(uses 9 credits\)](#)

- which companies offer both new and used vending machines
- which companies offer both new and used vending machines near me
- which companies offer both new and used vending machines in usa
- which companies offer both new and used vending machines near
- vending machines for sale under 500
- used vending machines for sale
- used combo vending machines
- new vending machines for sale
- refurbished vending machines

Per page: All 1-9 of 9

**Long-Tail Keywords** [Copy](#) [Export](#)

★ KEYWORD	VOL (US)	CPC	CMP	TREND
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# 4. Finding Content Gaps with AI

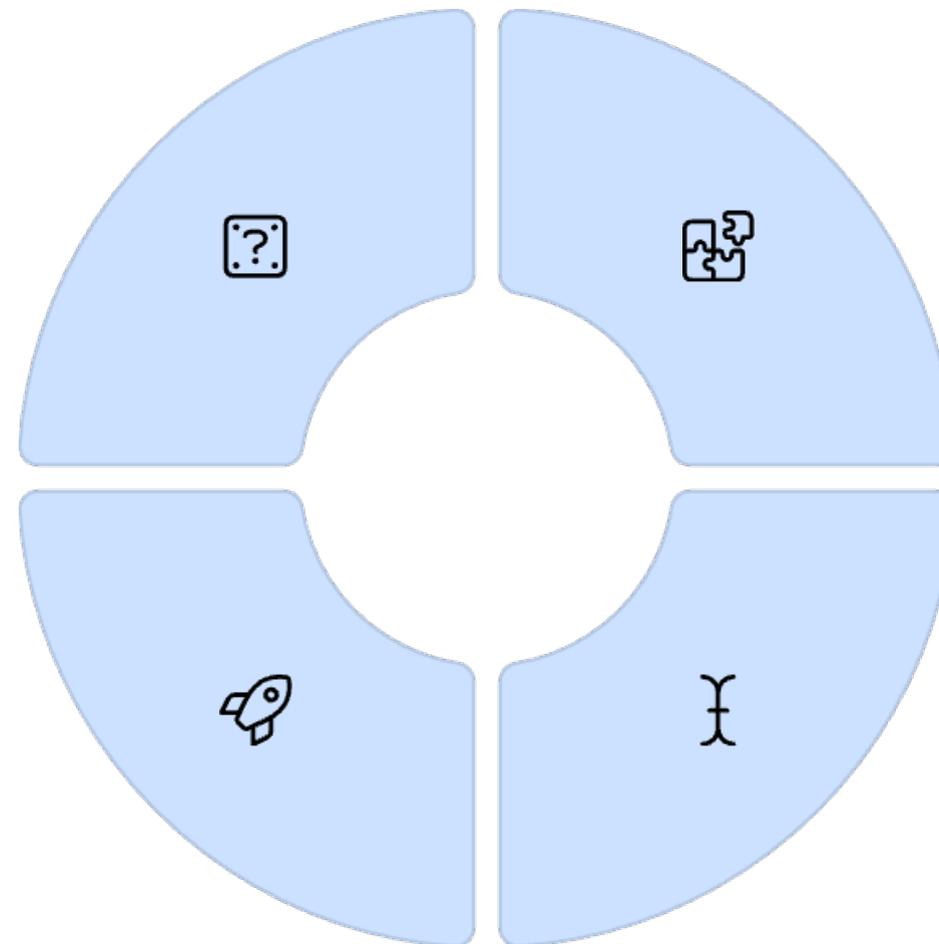
Using Perplexity and Gemini's suggested follow-up questions to identify gaps in content that you can address with new or optimized material

## Collect Follow-up Questions

Study and collect AI-suggested follow-ups to identify unanswered user questions.

## Implementation Strategy

Prioritize content creation based on gap size and ranking potential.



## Missing Context

Look for areas where AI responses lack depth or nuance.

## Content Opportunities

Create new or optimized content addressing these identified gaps.



## How do I start a vending machine business?

... [Share](#)

Answer Images Videos Sources · 12 Steps

- Consider starting with one machine to minimize risk and learn the business before scaling up. [shopify](#)
- Use digital payment options, as cashless vending is increasingly popular. [corpnet](#)
- Stay compliant with ADA or health regulations for certain locations. [corpnet](#)
- Monitor competitors and foot traffic to ensure optimal product and placement decisions. [ckitchen +1](#)

Starting this business can be flexible and profitable with the right strategy, location, and operational diligence. [anna +1](#)

[Share](#) [Export](#) [Rewrite](#) ...

### Related

TurboTax Business

SPONSORED



What are realistic startup costs for 1–5 vending machines



Which locations in my city tend to yield highest sales



How do payment systems (cash vs card vs app) affect revenue



What legal permits and insurance do I need to operate



How can I scale from a few machines to a regional route



Ask a follow-up...



Home



Discover



Spaces



Account



Upgrade



Install

# Citations

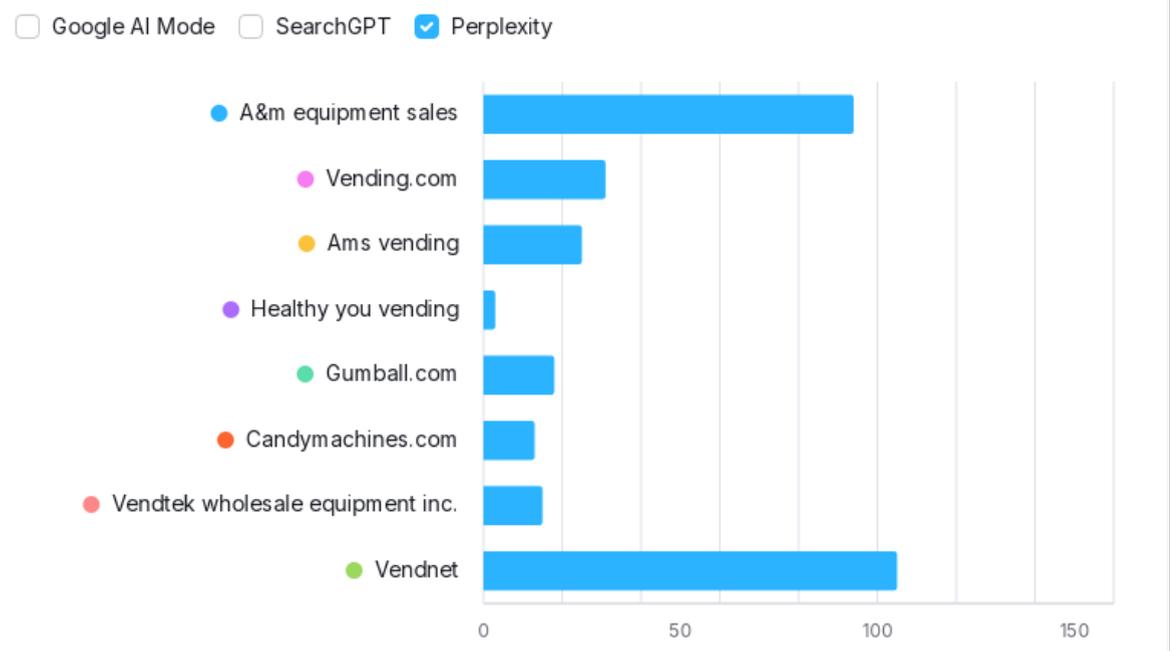
Perplexity Worldwide Last 7 days

- A&m equipment sales (main)
- Vending.com
- Ams vending
- Healthy you vending
- Gumball.com
- Candymachines.com
- Vendtek wholesale equipment inc.
- Vendnet

## Citation Growth Priorities

- AI-generated strategy based on the latest data update.
- 1 Standardize Schema Now**  
Deploy Organization, Product, FAQ, HowTo, Review schema; add canonical, timestamps.
  - 2 Build Policy Hubs**  
Create definitive warranty, financing, shipping hubs; tables, examples, calculators.
  - 3 Parts Catalog Microsites**  
Model-specific catalogs with diagrams, SKUs, compatibility, in-stock flags, PDFs.
  - 4 Add Verifiable Specs**  
Attach PDFs, UL/ADA badges, case blurbs; secure partner backlinks for authority.
  - 5 Seed Q&A Library**  
Answer refurbished, warranty, schools/gyms, worldwide shipping; concise, sourceable facts.

## Cited Brand Mentions by Platform



ChatGPT provides citations when Search mode is enabled. Gemini citations are coming soon.

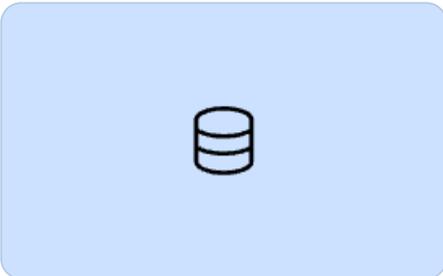
How often your brand is mentioned in cited answers ↓

## Cited Brand Mentions



# BONUS: Monitoring Authoritative Sources

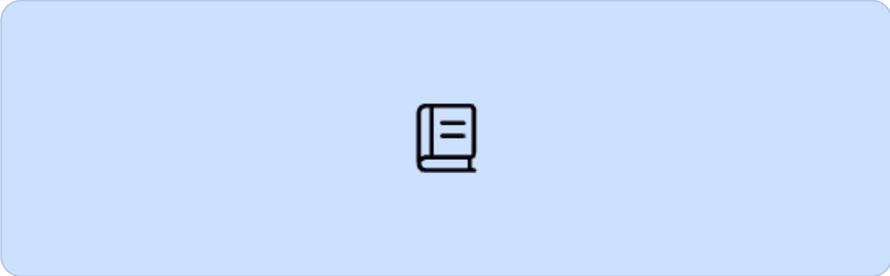
Monitoring industry-related forums and knowledge bases to identify authoritative sites AI models frequently pull from



## Industry Forums

Track discussions in relevant online communities where experts share knowledge

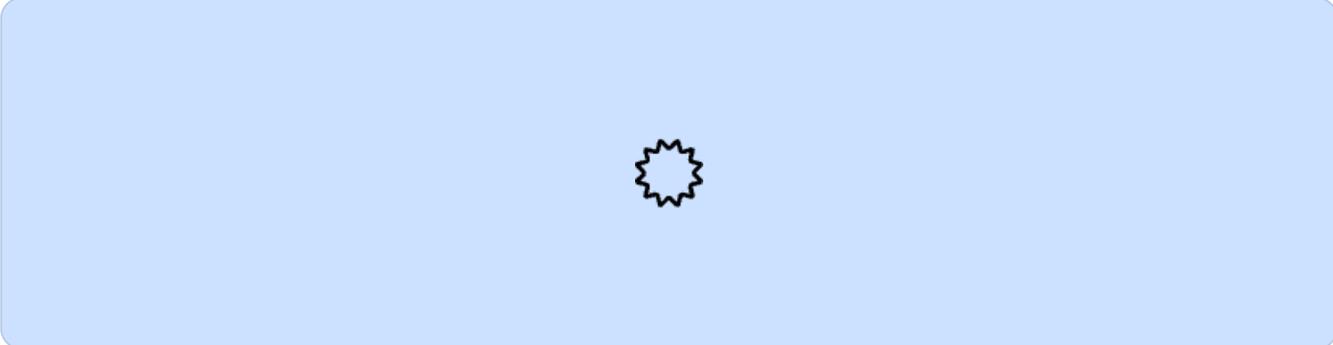
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## Analyze Knowledge Bases

Identify authoritative resources AI models reference

---



## Identify Citation Patterns & Authority Signals

Determine what makes these sources trustworthy

- Home
- Popular
- Answers **BETA**
- Explore
- All

CUSTOM FEEDS  
+ Create Custom Feed

- COMMUNITIES
- + Create Community
  - Manage Communities
  - r/Advice
  - r/Cooking
  - r/EndTipping
  - r/technology

- RESOURCES
- About Reddit
  - Advertise
  - Reddit Pro **BETA**
  - Help

## Where does everyone get their vending machines?

I'm new to the vending machine business. I have one machine that I got for about 1500 on facebook marketplace and I had to spend another 500 on maintenance for it. Now I'm happy with it, but it took a while to be fixed up while in its location. Where is the best place to get a high quality machine for cheap?

6 6 Share

Join the conversation

Sort by: New (Default) Search Comments

**VendingGuyEthan** • 6mo ago

If you're just starting out, Facebook Marketplace can be a decent place to find machines, but it's often hit or miss in terms of quality and condition. If you want machines that are reliable from the get-go, I'd recommend looking into companies like Wittern, Crane, AMS, or Vendo. They offer solid new and refurbished machines that tend to be more reliable long-term. Also, check out local vending suppliers they can sometimes help with maintenance as well.

0 Reply Award Share

**Sharp-Performance-41** • 6mo ago

I've gotten all of mine from FB Marketplace or thru networking.

2 Reply Award Share

**punkseed** • 6mo ago

Ive had luck getting them from people getting out of the business. Ask you network of people they might now someone.

3 Reply Award Share

**VendGuys** • 6mo ago

We do a lot of refurb / used vending machines. If you DM me we can get on the phone and discuss the location with you and get you the best machine for it for a good price.

3 Reply Award Share

### Vending

A place to discuss vending machines. Please search the sub for answers to your questions before posting. Thanks!

Created Nov 2, 2009

Public

20K Members 15 Online

### R/VENDING RULES

- No Soliciting or Spam
- Don't be a dick
- No Politics
- Price of machines for sale must be listed

### MODERATORS

Message Mods

u/CrazyKingCraig

View all moderators

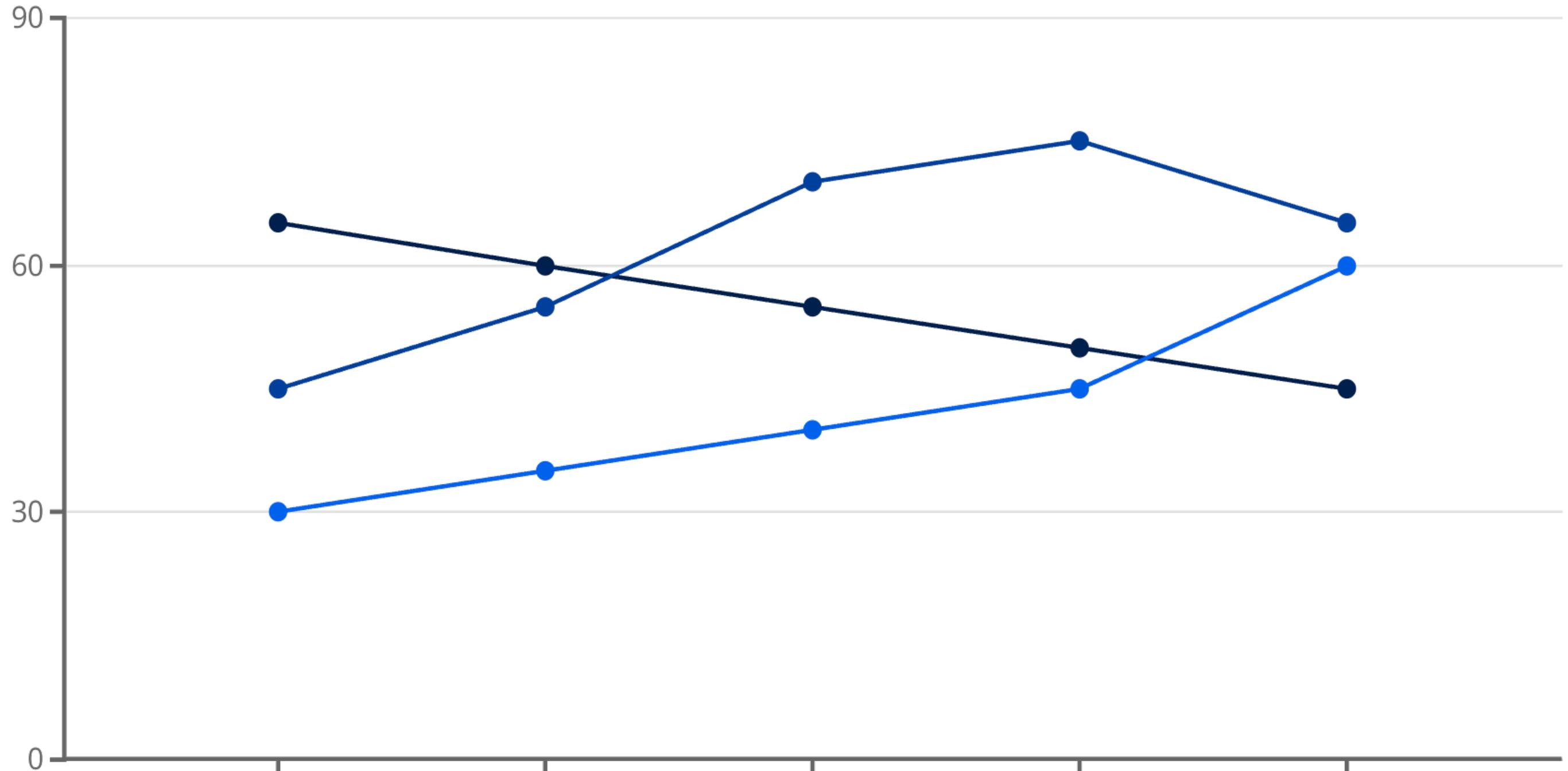
### LANGUAGES

[Français](#)

# 6. Tracking Competitor Visibility

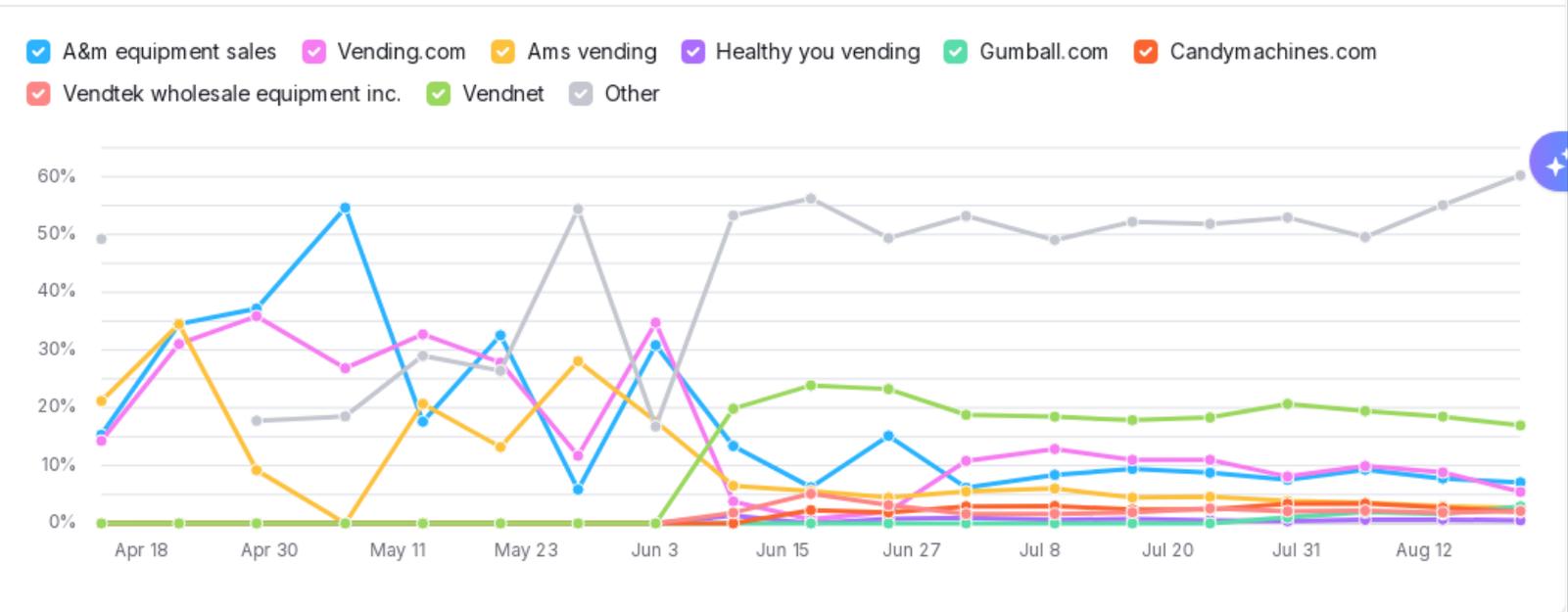
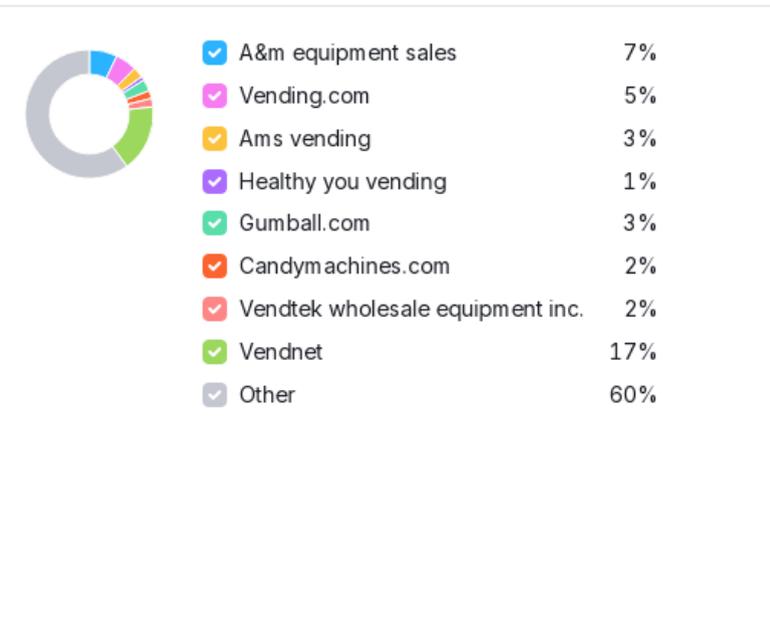


Tracking changes in competitor visibility over time to identify successful optimization strategies

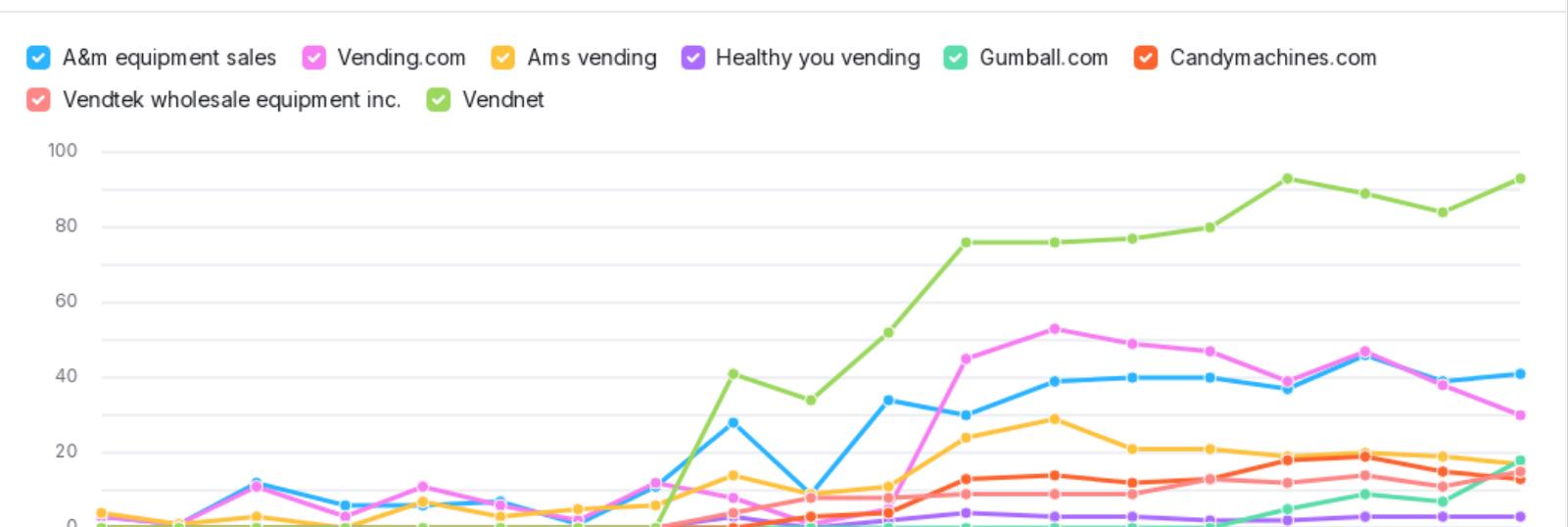
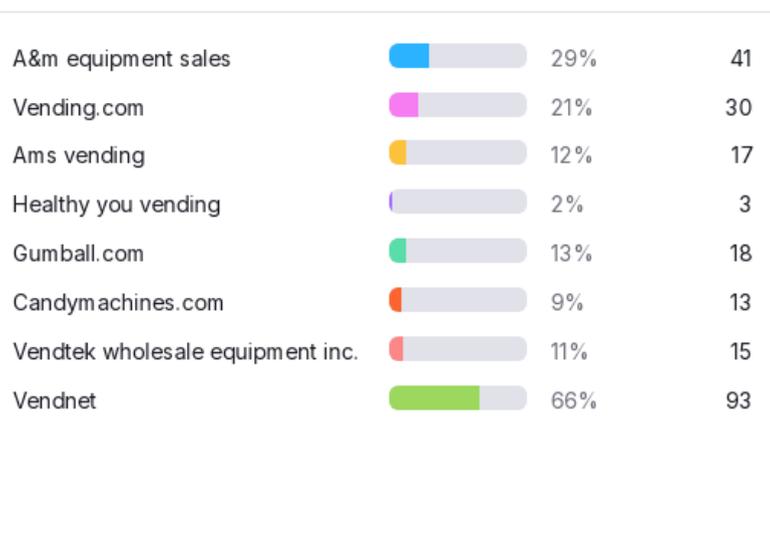


- Home
- Brand Performance
- Brand Performance
- Visibility
- Perception
- Citations
- Questions
- AI Analysis
- Visibility Overview
- Growth Plan soon
- Competitor Research soon
- Topic Analysis soon
- Monitoring
- Site Audit
- Prompt Tracking
- Social
- Ad
- Reports
- App Center

### Share of Voice i



### Mentions i



# Applying Competitive Insights to Inform Your Strategy

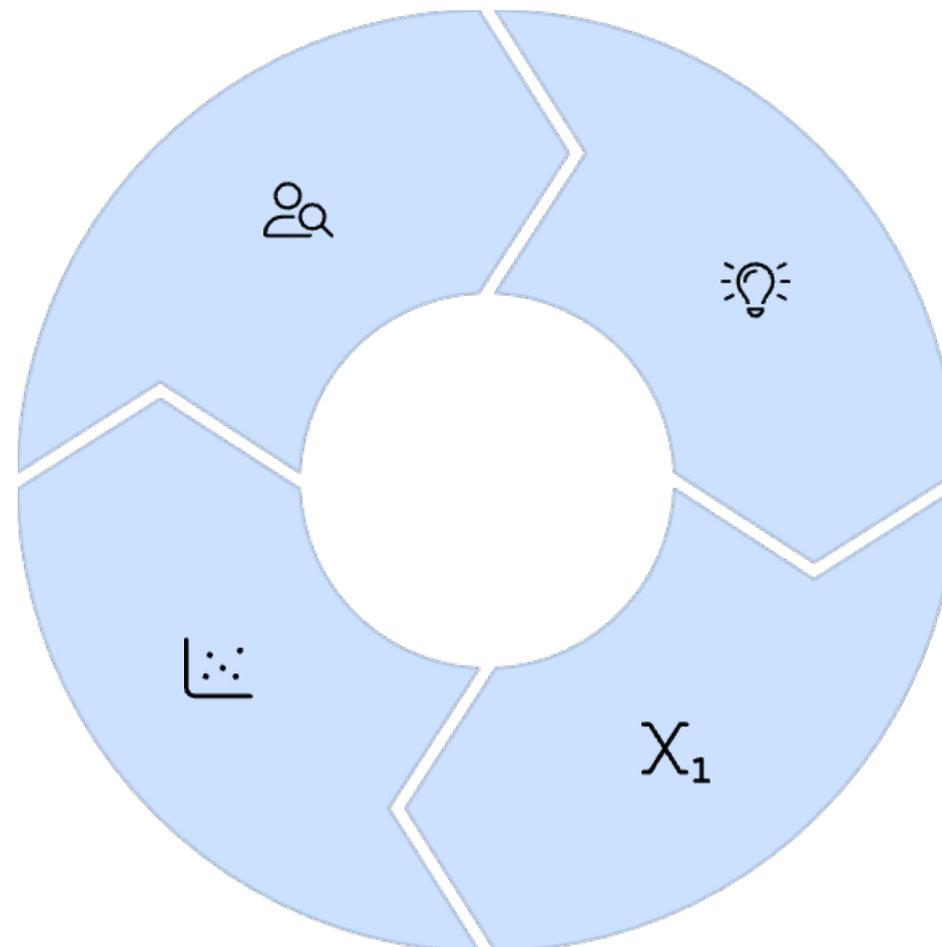
This competitive analysis should inform both your content creation and optimization efforts, helping you identify opportunities to differentiate your brand while meeting AI search requirements.

## Analyze

Study competitor strengths and weaknesses in AI search results

## Measure

Track your AI search visibility improvements over time



## Identify

Find opportunities to differentiate your content strategy

## Create

Develop content that fills gaps and exceeds competitor quality

amequipmentsales.com + Add domain
Export to PDF How we gather data Send feedback

<< Prev
Next
Page:  of 15

Recommendations ↓

### AI Strategic Opportunities

Based on the LLM's output about your brand from the latest update.

short timeframe

**Create definitive resource hubs for high-cited topics (warranty, financing, shipping)**

LLMs repeatedly cite warranty length, financing terms, and shipping speed to rank vendors. Competitors' one-year warranties are frequently quoted; A&M's details are scattered.

**Recommendations:**

- Consolidate financing, warranty, and shipping into three evergreen hub pages with transparent tables, examples, and calculators.
- Link these hubs statewide.
- Pitch them to editors of buying guides so Perplexity uses A&M as the canonical reference.

short timeframe

**Add third-party validation and downloadable spec sheets to boost trust in citations**

Perplexity often prefers sources with verifiable specs and external signals. A&M has strong experience but fewer standardized spec artifacts across all SKUs.

**Recommendations:**

- Attach PDF spec sheets and comparison matrices to each product page, include UL and ADA compliance badges, and embed brief customer case blurbs.
- Encourage linking from partner sites (ClickLease, payment providers) to raise domain citation authority.

short timeframe

**Proactively seed Q&A content around absent but relevant queries**

In several responses (e.g., 'refurbished vending machines'), A&M is omitted or added late. LLMs mirror what's most abundantly answered on the open web.

**Recommendations:**

- Create a Q&A library covering 'Where to buy refurbished X,' 'Best warranty for used vending,' 'Schools/gyms/hospitals solutions,' and 'Worldwide shipping for vending machines' with concise answers and sourceable facts.
- Distribute via blog, FAQs, and guest posts to increase A&M inclusion as a citation.

medium timeframe

**Standardize and enrich citations with structured data to increase Perplexity selection of A&M pages**

Perplexity pulls from sites with clear metadata and FAQ/HowTo structures. Some A&M pages lack consistent schema and snippet blocks that LLMs prefer.

**Recommendations:**

- Implement Organization, Product, FAQ, HowTo, and Review schema across key pages (combo, refurbished, parts, micro markets).
- Add canonical URLs, last-updated stamps, and concise answer boxes to make A&M URLs more 'extractable' for Perplexity citations.

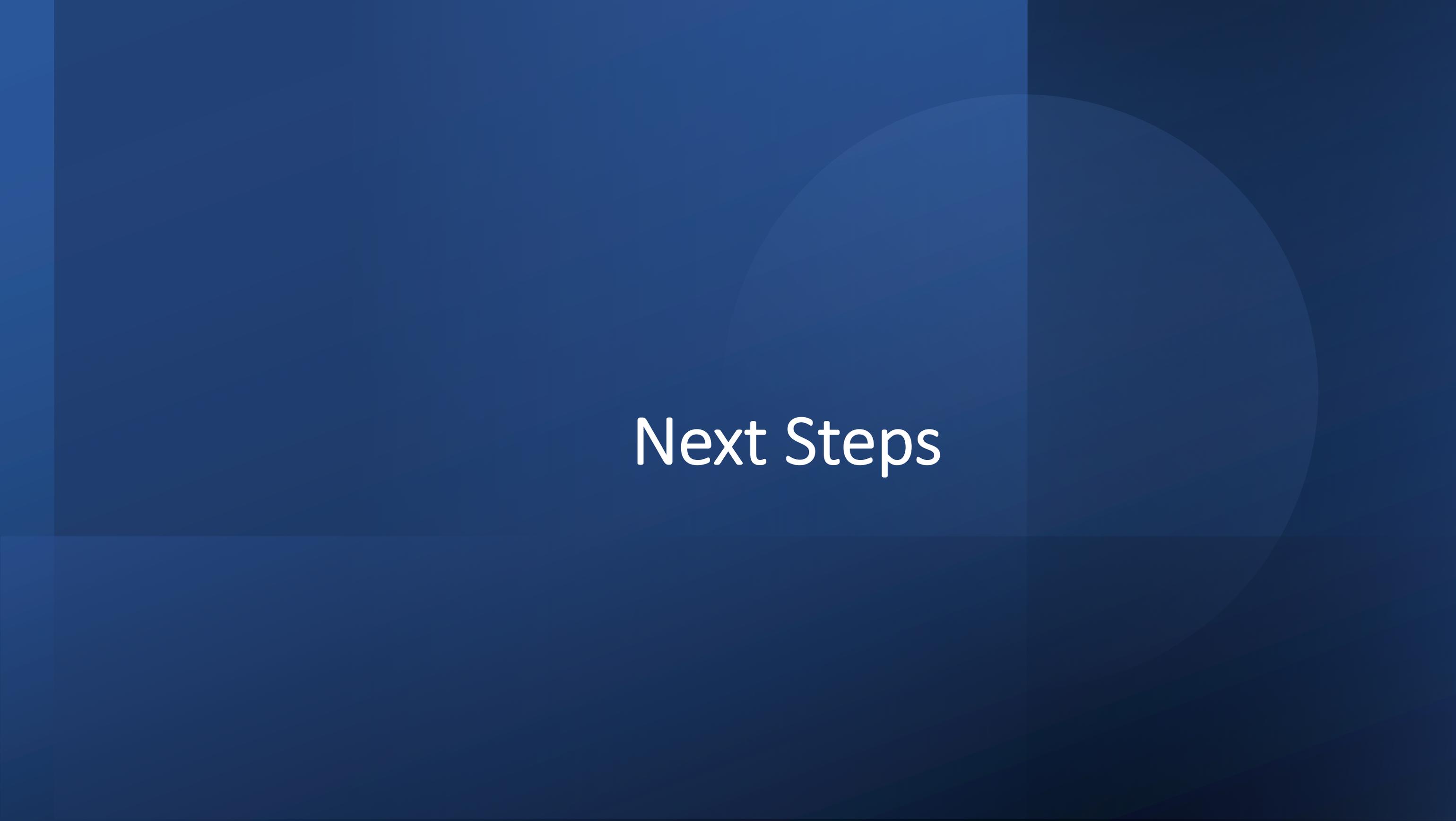
medium timeframe

**Publish machine-specific parts catalogs to fix 'parts transparency' citation gaps**

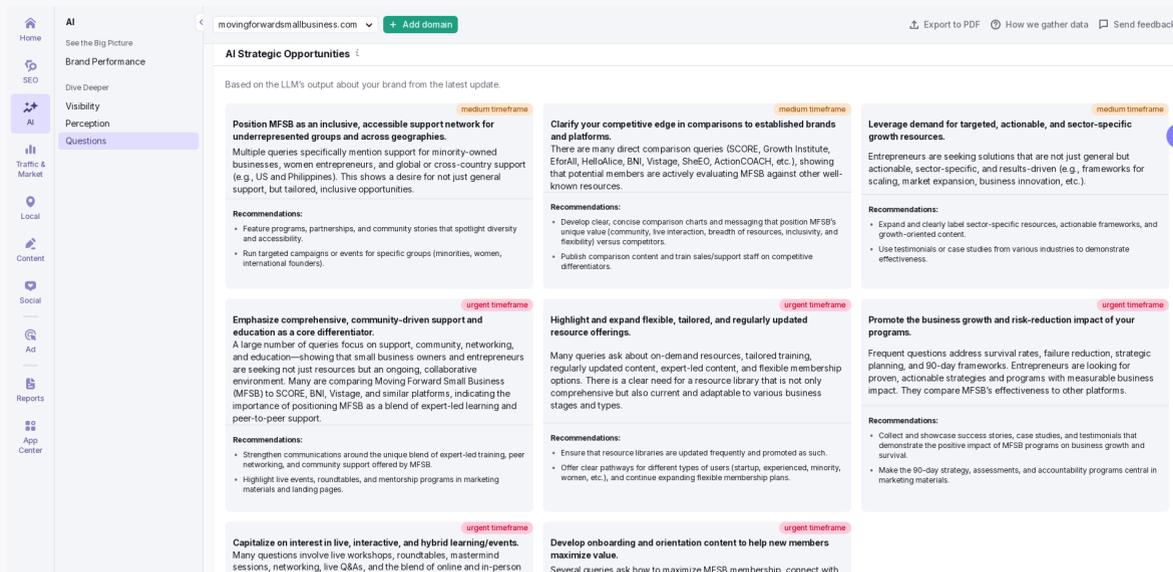
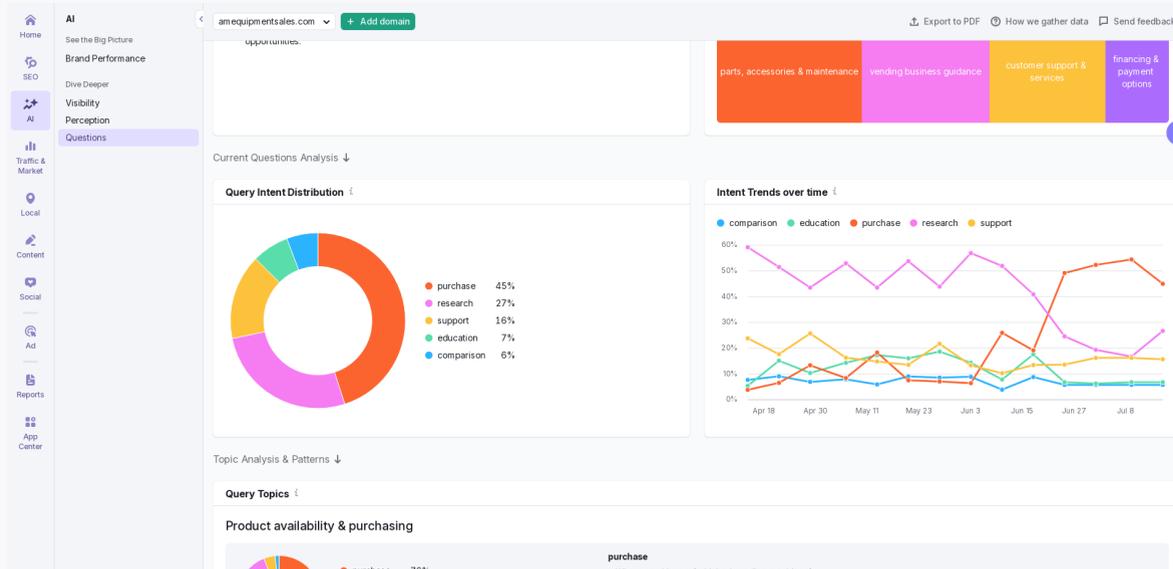
Negative driver notes unclear online parts catalogs for brands like Royal Vendors and Vendo Sanden, limiting authoritative citation for parts queries.

**Recommendations:**

- Build crawlable, filterable parts microsites per brand/model with exploded diagrams, part numbers, compatibility, and 'in-stock, ships today' flags.
- Add downloadable PDFs and internal deep links so assistants can cite precise A&M pages for parts answers.



Next Steps



# AI Toolkit



<https://semrush.sjv.io/c/2954573/3082487/13053?sharedid=campaign-tts-2025>

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QUESTIONS

