

EXAMPLE DATA - generated by the mock engine. Fictional brand and competitors. Not a real measurement of any AI system.

AI visibility audit: Tallyfox

invoicing software · for freelancers · market US · run 2026-10-16 11:46 Europe/Helsinki · 18 prompts × 3 samples × 4 engines = 216 answers

Summary

Named in buyer questions (all engines)

33%

55 of 168 unbranded answers; 95% range 26%–40%

Your share of voice vs tracked competitors

16%

Leader: Billbright at 40%

Sources cited where competitors win and you are absent

15

4 are directories ListedProof can submit you to

By engine

Engine	Named (unbranded)	95% range	Prompts named ≥1× / every time	Avg position when named	Your site cited	Billbright	Ledgerloop	Paynest
ChatGPT (OpenAI API + web search)	40% (17/42)	27%–56%	12/14 · 1/14	1.8	17%	81%	57%	29%
Perplexity (Agent API, web search)	60% (25/42)	44%–73%	14/14 · 2/14	2.1	26%	90%	48%	36%
Claude (Anthropic API + web search)	24% (10/42)	13%–39%	10/14 · 0/14	1.5	11%	81%	60%	36%
Gemini (API, model knowledge only)	7% (3/42)	2%–19%	2/14 · 0/14	2.3	0%	81%	50%	48%

Rates use unbranded prompts only (questions that do not contain your name). Each prompt was asked several times per engine because answers vary between runs; ranges are Wilson 95% intervals, not guarantees.

Share of voice (unbranded answers)

Billbright	40%
Ledgerloop	26%
Paynest	18%
Tallyfox	16%

Prompt-by-prompt

Buyer question	Type	ChatGPT	Perplexity	Claude	Gemini
What is the best invoicing software for freelancers in 2026?	unbranded best-of	0/3 top: Billbright	3/3 top: Billbright	1/3 top: Billbright	0/3 top: Billbright
Which invoicing software would you recommend for freelancers? Give me your top 5.	unbranded best-of	0/3 top: Billbright	2/3 top: Billbright	0/3 top: Billbright	0/3 top: Billbright
Top affordable invoicing software for a small team	unbranded best-of	2/3 top: Billbright	3/3 top: Billbright	1/3 top: Billbright	2/3 top: Ledgerloop
What invoicing software do experienced freelancers actually use?	unbranded best-of	1/3 top: Ledgerloop	2/3 top: Billbright	1/3 top: Billbright	0/3 top: Ledgerloop
Best invoicing software for recurring invoices	unbranded use-case	1/3 top: Billbright	2/3 top: Billbright	1/3 top: Billbright	0/3 top: Billbright
How do freelancers handle recurring invoices? Which tools are good for it?	unbranded problem	1/3 top: Billbright	2/3 top: Billbright	0/3 top: Billbright	0/3 top: Billbright
Best invoicing software for multi-currency invoicing	unbranded use-case	2/3 top: Billbright	1/3 top: Billbright	1/3 top: Ledgerloop	0/3 top: Ledgerloop
How do freelancers handle multi-currency invoicing? Which tools are good for it?	unbranded problem	1/3 top: Billbright	1/3 top: Billbright	1/3 top: Billbright	0/3 top: Billbright
Best invoicing software for automatic payment reminders	unbranded use-case	3/3 top: Ledgerloop	1/3 top: Billbright	0/3 top: Billbright	1/3 top: Billbright
How do freelancers handle automatic payment reminders? Which tools are good for it?	unbranded problem	2/3 top: Ledgerloop	2/3 top: Billbright	0/3 top: Billbright	0/3 top: Billbright
What are the best alternatives to Billbright?	unbranded alternatives	1/3 top: Ledgerloop	2/3 top: Ledgerloop	1/3 top: Ledgerloop	0/3 top: Ledgerloop
What are the best alternatives to Ledgerloop?	unbranded alternatives	1/3 top: Billbright	1/3 top: Billbright	1/3 top: Billbright	0/3 top: Billbright

What are the best alternatives to Paynest?	unbranded alternatives	1/3 top: Billbright	2/3 top: Billbright	1/3 top: Billbright	0/3 top: Billbright
Billbright vs Ledgerloop: which is better for freelancers, and are there better options?	unbranded comparison	1/3 top: Billbright	1/3 top: Billbright	1/3 top: Billbright	0/3 top: Billbright
What is Tallyfox and is it any good?	branded brand	3/3 top: Billbright	3/3 top: Billbright	3/3 top: Billbright	3/3 top: Billbright
Tallyfox reviews: pros and cons	branded brand	3/3 top: Billbright	3/3 top: Billbright	3/3 top: Billbright	3/3 top: Ledgerloop
Tallyfox vs Billbright	branded brand-comparison	3/3 top: Billbright	3/3 top: Billbright	3/3 top: Billbright	3/3 top: Paynest
What are the best alternatives to Tallyfox?	branded brand-alternatives	3/3 top: Billbright	3/3 top: Billbright	3/3 top: Ledgerloop	3/3 top: Ledgerloop

k/n = answers naming you out of samples. 'top' = competitor named most often in that cell.

Source gap: what AI cites when it recommends competitors instead of you

Cited domain	Times cited	Type	ListedProof can list you
fazier.com	27	startup/SaaS directory (ListedProof covers)	yes
producthunt.com	27	directory / list site	
capterra.com	24	review platform	
trustradius.com	23	review platform	
billbright.io	23	competitor site	
alternativeto.net	21	startup/SaaS directory (ListedProof covers)	yes
g2.com	21	review platform	
getapp.com	21	review platform	
saashub.com	21	startup/SaaS directory (ListedProof covers)	yes
reddit.com	18	community / UGC	
twelve.tools	17	startup/SaaS directory (ListedProof covers)	yes
youtube.com	17	community / UGC	
freelancer-tools-weekly.example	16	directory / list site	
ledgerloop.com	14	competitor site	
paynest.co	11	competitor site	

Site readiness (public pages only)

AI crawlers blocked in robots.txt	GPTBot
Organization / SoftwareApplication schema	not found
/llms.txt	absent
Sitemap	found

Fix list (prioritised)

Priority	Action	Why / what exactly	Owner	Effort
P1	Unblock AI crawlers	robots.txt blocks GPTBot. Search-time crawlers that are blocked cannot read your pages when answering.	Developer	15 min
P1	Get listed where AI already looks	4 directories cited in answers that name competitors but not Tallyfox: fazier.com, alternativeto.net, saashub.com, twelve.tools. ListedProof can submit you to these.	Marketing / ListedProof	1 week
P1	Complete and seed review-platform profiles	Review sites cited where you are missing: capterra.com, trustradius.com, g2.com, getapp.com. Claim the profile, fill category/pricing fields, ask 5–10 real customers for reviews (no incentives that break platform rules).	Founder / CS	2–4 weeks
P2	Pitch the lists that shape the answer	Editorial/list pages cited instead of you: producthunt.com, freelancer-tools-weekly.example. Send the author a factual update request with a one-paragraph description and pricing.	Marketing	2 weeks
P2	Be genuinely present in community threads	Community sources cited: reddit.com, youtube.com. Answer real questions as the founder, disclosed, no astroturfing.	Founder	ongoing
P2	Close the 'comparison' question gap (25% mention rate)	Publish honest comparison pages (you vs each competitor).	Content	1–2 weeks
P2	Close the 'problem' question gap (28% mention rate)	Publish how-to guides that answer the problem question directly.	Content	1–2 weeks

P2	Make the facts about you easy to find	8 branded answers said the model lacks reliable information about Tallyfox. Keep name, one-line description, pricing and founding facts identical on your site, LinkedIn, Crunchbase/Wikidata and directory profiles.	Founder	1 day
P3	Add Organization/SoftwareApplication schema	No JSON-LD found on the homepage. Add name, url, logo, sameAs, offers.	Developer	1 hour
P3	Optional: add /llms.txt	Low-cost, unproven signal. Do it after the items above.	Developer	30 min
P3	Re-check in 30 days	Weakest engines now: Claude, Gemini. Re-run the same frozen prompt set after fixes to measure movement.	ListedProof	included

Method and limits

- Engines were queried through their official developer APIs, not the consumer apps. API answers can differ from what a signed-in user sees in ChatGPT, Perplexity, Claude or Gemini (different defaults, personalisation and model versions).
- Gemini was asked without Google Search grounding, so it shows what the model knows about your category, not live search results.
- Google AI Overviews and Microsoft Copilot are not measured: there is no official API for them, and we do not scrape consumer interfaces.
- Answers vary run to run; we report ranges across repeated samples. Nothing here guarantees future answers, and no fix can guarantee a mention.
- Mentions are detected by exact name/alias matching; unusual spellings may be missed.

Appendix: example answers

ChatGPT (OpenAI API + web search) – “What is the best invoicing software for freelancers in 2026?”

Here are some options people commonly consider for this question:

- Billbright** – popular with freelancers.
- Ledgerloop** – good multi-currency support.
- a general accounting suite** – strong reminders.

Perplexity (Agent API, web search) – “What is the best invoicing software for freelancers in 2026?”

Here are some options people commonly consider for this question:

- Tallyfox** – cheap entry plan.
- Billbright** – good multi-currency support.
- Ledgerloop** – simple setup.
- a spreadsheet template** – cheap entry plan.

Claude (Anthropic API + web search) – “What is the best invoicing software for freelancers in 2026?”

Here are some options people commonly consider for this question:

1. **Billbright** – cheap entry plan.
2. **Ledgerloop** – good multi-currency support.
3. **Paynest** – strong reminders.
4. **a general accounting suite** – good multi-currency support.

Gemini (API, model knowledge only) – “What is the best invoicing software for freelancers in 2026?”

Here are some options people commonly consider for this question:

1. **Billbright** – popular with freelancers.
2. **Ledgerloop** – popular with freelancers.
3. **Paynest** – strong reminders.
4. **a spreadsheet template** – strong reminders.

ChatGPT (OpenAI API + web search) – “Which invoicing software would you recommend for freelancers? Give me your top 5.”

Here are some options people commonly consider for this question:

1. **Billbright** – good multi-currency support.
2. **Paynest** – good multi-currency support.
3. **your bank's invoicing feature** – good multi-currency support.

Perplexity (Agent API, web search) – “Which invoicing software would you recommend for freelancers? Give me your top 5.”

Here are some options people commonly consider for this question:

1. **Billbright** – strong reminders.
2. **Ledgerloop** – simple setup.
3. **Tallyfox** – good multi-currency support.
4. **Paynest** – cheap entry plan.
5. **a spreadsheet template** – good multi-currency support.

Models: MOCK-claude-haiku-5-5, MOCK-gemini-3.8-flash, MOCK-gpt-5.4-mini, MOCK-preset:fast. Prepared by ListedProof, a service of JABB Consulting Oy Ab, Vikingavägen 45, 65200 Vaasa, Finland. AI-assisted analysis, checked by a person before delivery.

EXAMPLE DATA - not a real measurement.