

Your AI Visibility Score

48

/100

Emerging Visibility

AI platforms are starting to recognize your brand, but visibility in industry-related answers is still inconsistent.

Score Breakdown

Your AI Visibility Score is calculated from 100+ data points across six key components of AI visibility within ChatGPT, Perplexity, Gemini and Claude.

ANSWER FREQUENCY
41/100
Sometimes Present

SHARE OF VISIBILITY
10/100
Barely Visible

ONLINE REPUTATION
52/100
Neutral Reputation

BRAND AUTHORITY
91/100
Widely Established

TRAINING DATA INCLUSION
96/100
Universal Presence

TECHNICAL ACCESSIBILITY
0/100
Inaccessible

41/100
Sometimes Present

Answer Frequency

How frequently ChatGPT, Gemini, Perplexity and Claude mention your brand when asked industry-related questions.

CLICK ON ANY ICON TO SEE DETAILED RESULTS AND RESPONSE EXAMPLES

LINK & MENTION

MENTION ONLY

NO VISIBILITY

What are the best high performance running shoes for long distance marathons	✓	✓	✓	✓
Show me a list of top rated basketball sneakers for ankle support	✓	✓	✓	✓
Recommend some high quality women's leggings designed for intense gym workouts	✓	✗	✓	✓
Where can I find professional grade training shoes for weightlifting and cardio	✓	✓	✓	✓
I need a shortlist of the most comfortable kids' shoes for school	✗	✗	✗	✗
What are the best breathable running shirts for hot weather training sessions	✓	✗	✗	✗
Help me find durable trail running shoes that offer great traction outdoors	✗	✗	✓	✗
Which basketball shoes are best for playing on outdoor asphalt courts currently	✓	✓	✓	✓
Recommend a selection of high impact sports bras for running and aerobics	✗	✗	✗	✗
Show me the best performing training gear for high intensity interval training	✓	✓	✓	✓
What are the top rated cushioned sneakers for standing all day long	✓	✓	✗	✓
Find me a list of waterproof road running shoes for winter training	✓	✓	✓	✓
Where should I buy the most flexible women's yoga pants for stretching	✗	✗	✓	✗
What are the best options for lightweight youth athletic shoes for sports	✓	✓	✓	✓
Can you suggest some moisture wicking shorts for professional basketball players	✓	✓	✗	✓
Show me a comparison of the best stability shoes for flat feet	✓	✗	✗	✗
I need a list of trusted sellers for premium athletic training apparel	✓	✓	✗	✓
Help me choose the most responsive basketball sneakers for quick court movements	✓	✓	✓	✓
What are the best gym bags with separate compartments for sweaty gear	✓	✗	✗	✗
Recommend some high quality tracksuits for professional warm ups and cooling down	✓	✓	✓	✓

10/100
Barely Visible

Share Of Visibility

How much visibility your brand holds across AI answers for key industry topics, relative to other brands in your space.

#	DOMAIN	SCORE	CHATGPT	GEMINI	PERPLEXITY	CLAUDE
#1	runrepeat.com	66	7	10	9	12
#2	runnersworld.com	16	0	6	7	0
#3	weartesters.com	13	1	5	6	5
#4	dickssportinggoods.com	13	0	5	6	2
#5	womenshealthmag.com	12	3	4	3	0
#6	michiganfootdoctors.com	11	4	0	0	1
#7	adidas.com	11	0	4	6	1
#8	nike.com	10	2	3	5	1
#9	runbikecalculator.com	10	3	0	0	0
#10	irunfar.com	8	1	5	2	5
#11	forbes.com	8	4	1	0	0
#12	runtothefinish.com	7	0	6	0	3
#13	solereview.com	7	0	3	4	4
#14	findmyfootwear.com	7	0	5	1	2
#15	tomsguide.com	6	6	0	0	0
#16	fitandwell.com	6	2	1	0	0
#17	underarmour.com	6	3	2	1	0
#18	outsideonline.com	6	1	2	3	1
#19	outdoorgearlab.com	6	1	2	3	3
#20	hibbett.com	6	1	3	2	0
#21	runna.com	5	4	1	0	0
#22	the-independent.com	5	1	1	1	0
#23	fleetfeet.com	5	2	2	0	1
#24	thehoopageek.com	5	0	4	1	3
#25	thatfitfriend.com	5	0	1	3	2
#26	menshealth.com	5	0	3	2	0
#27	run.outsideonline.com	5	0	2	2	1
#28	healthline.com	4	2	0	0	0
#29	prodirectsport.com	4	2	0	0	0
#30	sport-deal.com	4	1	0	0	0

52/100
Neutral Reputation

Online Reputation

How favourably AI portrays your brand based on online sources - positive, negative or neutral.

ChatGPT

NEGATIVE

4

POSITIVE

-10

0

+10

Global, highly recognized sportswear brand with strong affinity for product design, performance, and lifestyle appeal.

Massive social reach and high app ratings support brand love. Online review platforms frequently cite issues with customer service, shipping/returns, and refunds (negative skew on Trustpilot/BBB).

Ongoing scrutiny around labor practices and sustainability persists, though Nike publishes ESG commitments.

Campaigns and collaborations drive high engagement with occasional polarized reactions.

Overall: powerful brand equity and demand outweigh service-related complaints.

Gemini

NEGATIVE

2

POSITIVE

-10

0

+10

Nike.com and its parent company, Nike, Inc., maintain a dominant global presence in sportswear, recognized for strong brand value and high awareness.

The brand strategically uses AI for sentiment analysis and social media for engagement.

Recent public perception shows challenges, including marketing missteps and a reported decline in reputation in late Customer service and delivery issues frequently draw dissatisfaction from online reviews.

Despite these concerns, Nike remains a leading, highly recognized brand globally.

Perplexity

NEGATIVE

0

POSITIVE

-10

0

+10

Insufficient public data for https://nike.com.

Available sources limited to Nike's own Terms of Service for product reviews and a review aggregator with zero reviews or TrustIndex score, providing no substantive public feedback on user experiences, satisfaction, or reputation.

Claude

NEGATIVE

2

POSITIVE

-10

0

+10

Brand Finance ranks Nike as the strongest apparel brand globally in 2025, with a Brand Strength Index score of 7 out of Sprout Social's sentiment analysis shows Nike maintaining 74% overall positive sentiment in 2025, with brand perception remaining resilient even through controversial campaigns.

Brand24 data shows a heavily positive mention ratio — 79K positive vs. 11K negative online mentions in a 30-day window.

Brand awareness among U.S. sneaker owners stands at a near-universal 97%.

The Swoosh is regaining cultural cachet through a return to sport-centric innovation, though CEO Hill is simultaneously battling a fragmented U.S. consumer market and significant headwinds in Greater China.

Consumer review platforms flag persistent pain points: poor customer service, delivery failures, refund difficulties, and product quality decline — consistent themes across complaint boards.

Growing conscious consumerism is adding reputational pressure, with brand perception increasingly tied to ethical practices and corporate transparency.

Generationally, Nike's brand consideration is strongest with Gen Z and Millennials, but drops sharply among older cohorts.

91/100
Widely Established

Brand Authority

The overall authority your brand has across the wider web and recognition beyond your industry.

ChatGPT

100

/100

Gemini

98

/100

Perplexity

20

/100

Claude

97

/100

96/100
Universal Presence

Training Data Inclusion

Presence within the datasets and sources used to train AI models.

JANUARY 2026
STRONG COVERAGE

claude opus 4.7

- Nike, Inc. is headquartered in Beaverton, Oregon
- Nike's slogan is 'Just Do It'
- Nike was co-founded by Phil Knight and Bill Bowerman
- Nike.com offers a membership program with exclusive access to products

JANUARY 2026
STRONG COVERAGE

claude sonnet 4.6

- Nike, Inc. was founded in 1964 as Blue Ribbon Sports and officially became Nike, Inc. in 1971.
- Nike.com features the Nike Member program, offering early access to products, free shipping, and exclusive content.
- The website sells products across categories including running, basketball, training, and lifestyle, and supports the Nike By You customization service.

AUGUST 2025
STRONG COVERAGE

gpt 5.4

- Nike.com is the official website of Nike, Inc.
- The site sells athletic footwear, apparel, and accessories.
- Nike.com includes shopping sections for men, women, and kids.

AUGUST 2025
STRONG COVERAGE

gpt 5.2

- nike.com is the official web domain used by Nike for its online presence and e-commerce.
- The site offers online purchasing of Nike-branded footwear, apparel, and related products.
- nike.com provides country/region-specific experiences (such as localized language, currency, and shipping options).

JULY 2025
STRONG COVERAGE

claude haiku 4.5

- Nike.com is the official online store of Nike, Inc.
- The website sells athletic footwear, apparel, and sports equipment
- Nike offers product customization services through Nike By You on the platform

JANUARY 2025
STRONG COVERAGE

gemini 3 flash preview

- It is the primary global e-commerce destination for Nike, Inc. products, including shoes, clothing, and gear.
- The platform hosts the 'Nike By You' service, which enables customers to personalize and customize specific footwear models.
- It provides integrated access to the Nike Membership program, offering exclusive releases and member-only rewards.

JANUARY 2025
STRONG COVERAGE

gemini 2.5 flash

- Nike.com is the official online store and information hub for Nike, Inc.
- The website facilitates the sale of athletic shoes, clothing, and accessories.
- It features information on new product launches, company history, and sports sponsorships.

SEPTEMBER 2024
STRONG COVERAGE

gpt 5.1

- Nike, Inc. operates https://nike.com as its primary official consumer website.
- The website sells Nike-branded footwear, apparel, and sports equipment directly to consumers.
- Nike.com provides user accounts that allow customers to manage orders and access membership-related features.

SEPTEMBER 2024
STRONG COVERAGE

gpt 5

- nike.com is Nike's official e-commerce site for purchasing Nike-branded shoes, clothing, and accessories.
- The site provides a country or region selector to localize content, product availability, and currency.
- Visitors can create or sign in to a Nike Member account on nike.com to track orders and manage preferences.

JULY 2024
STRONG COVERAGE

sonar pro

- Nike.com is the official e-commerce and information website of Nike, Inc.
- The site allows customers to browse and purchase Nike athletic footwear, apparel, and accessories
- Nike.com provides customer service support including order tracking, returns, and refund information

DECEMBER 2023
STRONG COVERAGE

gpt 4 turbo

- Nike.com provides options for customization of certain products through a feature known as Nike By You.
- The website includes a dedicated sale section where products are offered at reduced prices.
- Nike.com also supports a user account system that allows for the tracking of orders and participation in a loyalty program called Nike Membership.

OCTOBER 2023
STRONG COVERAGE

gpt 4o

- Nike is a leading global sportswear brand.
- The website includes customizable product options.
- Nike often collaborates with athletes and influencers.

OCTOBER 2023
STRONG COVERAGE

gpt 4o mini

- Nike was founded in 1964 as Blue Ribbon Sports.
- The brand's iconic logo is known as the 'Swoosh.'
- Nike is known for its innovative products, including the Air Max and Flyknit technologies.

OCTOBER 2023
STRONG COVERAGE

gpt 4

- The Swoosh
- Nike, Inc. is a multinational corporation founded in 1964.
- The company

AUGUST 2023
STRONG COVERAGE

sonar

- Hosts Nike's e-commerce store for direct-to-consumer sales.
- Features tools like Nike By You for shoe customization.
- Provides official product specifications, images, and SKU verification.

MARCH 2022
NO COVERAGE

gpt 3.5 turbo

No information available in this model's training data.

0/100
Inaccessible

Technical Accessibility

How easily AI tools are able to access, read and use your website content.

AI Bot Accessibility Analysis

POOR ACCESS

AI BOT	DESCRIPTION	STATUS	HTTP	ROBOTS.TXT	LATENCY
GPTBot OpenAI	Web crawler for improving AI models	BLOCKED	403	✓	0.049 s
GPT-User OpenAI	Appears during ChatGPT browsing sessions	ALLOWED	200	✓	0.138 s
OAI-SearchBot OpenAI	OpenAI's search product crawler	BLOCKED	403	✓	0.045 s
Gemini-Deep-Research Gemini	Appears when Gemini retrieves real-time web data for answers	BLOCKED	403	✓	0.046 s
Googlebot Gemini	Standard Google crawler, also used to fetch content for Gemini	BLOCKED	403	✓	0.058 s
PerplexityBot Perplexity	Perplexity's web crawler	BLOCKED	403	✓	0.058 s
Perplexity-User Perplexity	Real-time Perplexity answer sessions	BLOCKED	403	✓	0.046 s
ClaudeBot Claude	Claude's web crawler for fetching real-time data	BLOCKED	403	✓	0.043 s
Claude-User Claude	Appears during Claude browsing sessions	BLOCKED	403	✓	0.046 s
Claude-SearchBot Claude	Claude's search product crawler	BLOCKED	403	✓	0.051 s

Tested URL: https://nike.com/

AI Data Readability Check

NEEDS IMPROVEMENT

Time To First Byte (TTFB)

Response time: 1193ms

NEEDS ATTENTION

<0.2s

<0.4s

<0.6s

<0.8s

<1s

<1.5s

<2s

<2.5s

<3s

>3s

Fast response helps bots crawl more pages efficiently, avoiding wasted resources and incomplete indexing.

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