

AI recommendation audit: Plausible

<https://plausible.io/> · category: privacy-friendly web analytics · answers captured 2026-10-07 · order sample-plausible

1. Summary

ChatGPT: 68%

Perplexity: unavailable: not measured in this run

Gemini: 79%

Claude: 77%

- Plausible is named in ChatGPT: 68% (range 64%–72%); Gemini: 79% (range 76%–84%); Claude: 77% (range 76%–80%) of buyer prompts that do not mention it.
- Most-named competitors: Fathom Analytics (70%), Umami (50%), Matomo (44%).
- Not measured: Perplexity (see §9).
- Crawl: 21 pages; AI bots blocked from '/': none; static prices on pricing page: yes.
- Top fix: Add SoftwareApplication JSON-LD with offers.

2. Share of answer

Share of buyer prompts whose answer names each brand; mean over samples, (min-max, n samples). Which model and backend stands behind each engine: §9.

Brand	ChatGPT	Perplexity	Gemini	Claude
Plausible	68% (64%–72%, n=3)	unavailable: not measured in this run	79% (76%–84%, n=3)	77% (76%–80%, n=3)
Google Analytics	8% (6%–12%, n=3)	unavailable: not measured in this run	62% (56%–75%, n=3)	48% (38%–56%, n=3)
Fathom Analytics	53% (50%–55%, n=3)	unavailable: not measured in this run	71% (68%–73%, n=3)	85% (82%–86%, n=3)
Simple Analytics	17% (14%–18%, n=3)	unavailable: not measured in this run	8% (5%–9%, n=3)	71% (68%–73%, n=3)
Matomo	45% (41%–50%, n=3)	unavailable: not measured in this run	21% (18%–27%, n=3)	65% (59%–73%, n=3)
Umami	29% (26%–30%, n=3)	unavailable: not measured in this run	57% (52%–65%, n=3)	64% (61%–65%, n=3)

3. Prompt-level grid

#	Prompt	ChatGPT	Gemini	Claude
P01	What's the best privacy-friendly web analytics tool for a SaaS founder who wants simple MRR-relevant traffic and signup tracking without cookie banners? best-for-persona	Plausible 3/3 Simple Analytics×1, Umamix×1	Plausible 3/3 Fathom Analytics×3, Google Analytics×1, Umamix×1	Plausible 3/3 Fathom Analytics×3, Umamix×3, Simple Analytics×3
P02	I'm a SaaS founder in the US with a small team. Which lightweight analytics tool should I use instead of bloated dashboards, and that doesn't need consent popups? best-for-persona	Plausible 3/3 Simple Analytics×2, Google Analytics×1, Fathom Analytics×1	Plausible 3/3 Fathom Analytics×3, Umamix×3, Google Analytics×2	Plausible 3/3 Fathom Analytics×3, Umamix×3, Simple Analytics×2
P03	Best cookie-free analytics for a B2B SaaS startup that needs to track trial signups and conversion goals? best-for-persona	Plausible 3/3 Fathom Analytics×2, Matomo×1	Plausible 3/3 Fathom Analytics×3	Plausible 3/3 Fathom Analytics×3, Matomo×3, Simple Analytics×3
P04	What privacy-focused analytics platform works best for a SaaS product with a marketing site and a web app, and is easy to set up in an afternoon? best-for-persona	Plausible 3/3 –	Plausible 3/3 Umamix×2, Google Analytics×1	Plausible 3/3 Fathom Analytics×3, Simple Analytics×3, Matomo×3, Umamix×2
P05	Which privacy-friendly analytics tools are best for a marketing agency managing 20+ client websites with separate reports for each? best-for-persona	Plausible 3/3 Fathom Analytics×3, Matomo×3, Umamix×1	Plausible 3/3 Fathom Analytics×3, Matomo×3, Google Analytics×3, Umamix×1	Plausible 3/3 Fathom Analytics×3, Matomo×3, Simple Analytics×3, Umamix×3
P06	Best web analytics for a marketing agency that wants clean, shareable client dashboards and doesn't want to deal with GDPR/CCPA headaches? best-for-persona	Plausible 3/3 Fathom Analytics×3, Matomo×2	Plausible 3/3 Fathom Analytics×3, Umamix×1	Plausible 3/3 Fathom Analytics×3, Simple Analytics×3, Matomo×3, Google Analytics×3
P07	What's the best analytics tool for a digital agency that wants white-label or easily shareable reports without Google Analytics	Plausible 1/3 Fathom Analytics×1	Plausible 3/3 Fathom Analytics×3, Umamix×1	Plausible 3/3 Fathom Analytics×3, Matomo×2, Simple Analytics×1

	complexity? best-for-persona			
P08	Which privacy-friendly analytics is most cost-effective for an agency that needs to add many client sites? best-for-persona	Plausible 2/3 Fathom Analytics×3, Matomo×2, Umami×2	Plausible 3/3 Umami×3, Fathom Analytics×3, Matomo×2, Google Analytics×1	Plausible 3/3 Fathom Analytics×3, Umami×3, Simple Analytics×3, Matomo×2
P09	What's the best simple analytics tool for a small business owner with a WordPress site who just wants to see visitors and top pages? best-for-persona	Plausible 0/3 Google Analytics×2	Plausible 3/3 Google Analytics×3, Fathom Analytics×1	Plausible 3/3 Google Analytics×3, Fathom Analytics×3, Matomo×1
P10	I run a small local business in the US. What's an easy, affordable website analytics tool that doesn't require a cookie banner? best-for-persona	Plausible 3/3 Fathom Analytics×2, Simple Analytics×1	Plausible 3/3 Umami×3, Google Analytics×3, Fathom Analytics×3	Plausible 3/3 Fathom Analytics×3, Simple Analytics×3, Google Analytics×3, Umami×2
P11	Best privacy-friendly analytics for a small e-commerce shop on Shopify or WooCommerce with a tight budget? best-for-persona	Plausible 3/3 Matomo×3	Plausible 3/3 Umami×3, Google Analytics×3, Matomo×3	Plausible 3/3 Fathom Analytics×3, Umami×3, Simple Analytics×2, Matomo×2
P12	What's the easiest Google Analytics replacement for a small business with no technical staff? best-for-persona	Plausible 3/3 Fathom Analytics×3, Matomo×1	Plausible 3/3 Fathom Analytics×3	Plausible 3/3 Fathom Analytics×3, Simple Analytics×3, Umami×3, Matomo×3
P13	Which privacy-first analytics tools are best for a small business that wants to be transparent with customers about data collection? best-for-persona	Plausible 3/3 Fathom Analytics×3, Matomo×3, Umami×3, Google Analytics×1	Plausible 3/3 Fathom Analytics×3, Umami×3, Google Analytics×3, Matomo×2	Plausible 3/3 Fathom Analytics×3, Simple Analytics×3, Umami×3, Matomo×3
P14	Fathom Analytics vs Simple Analytics: which is better for a small SaaS company? x-vs-y	Plausible 0/3 –	Plausible 0/3 Google Analytics×2	Plausible 1/3 –

P15	Matomo vs Umami: which privacy-friendly analytics tool is easier to self-host and maintain? x-vs-y	Plausible 0/3 –	Plausible 0/3 Google Analytics×3	Plausible 0/3 Google Analytics×3
P16	Google Analytics 4 vs Fathom Analytics for a small business: is the switch worth it? x-vs-y	Plausible 0/3 –	Plausible 1/3 Simple Analytics×1	Plausible 0/3 –
P17	Simple Analytics vs Matomo for a marketing agency: which handles multiple client sites better? x-vs-y	Plausible 0/3 –	Plausible 0/3 Google Analytics×2	Plausible 0/3 –
P18	Umami vs Fathom: which is better value for a startup website with moderate traffic? x-vs-y	Plausible 0/3 –	Plausible 0/3 Google Analytics×1	Plausible 0/3 Google Analytics×1
P19	Matomo Cloud vs Google Analytics: which is better for staying compliant while still getting detailed reports? x-vs-y	Plausible 0/3 –	Plausible 1/3 Fathom Analytics×1	Plausible 0/3 –
P20	What are the best alternatives to Google Analytics that respect user privacy? alternatives-to-leader	Plausible 3/3 Matomo×3, Umami×3, Fathom Analytics×3, Simple Analytics×2	Plausible 3/3 Fathom Analytics×3, Umami×3, Matomo×3	Plausible 3/3 Fathom Analytics×3, Simple Analytics×3, Umami×3, Matomo×3
P21	Google Analytics alternatives that don't need cookie consent banners, for US-based websites? alternatives-to-leader	Plausible 3/3 Fathom Analytics×3, Matomo×3, Simple Analytics×2, Umami×2	Plausible 3/3 Fathom Analytics×3, Umami×3, Simple Analytics×1	Plausible 3/3 Fathom Analytics×3, Simple Analytics×3, Umami×3, Matomo×3
P22	What are good lightweight, open-source alternatives to Google Analytics I can self-host? alternatives-to-leader	Plausible 3/3 Umami×3, Matomo×3	Plausible 3/3 Umami×3	Plausible 3/3 Umami×3, Matomo×3, Fathom Analytics×2
P23	Alternatives to Google Analytics 4 that are simpler to use and have a flat,	Plausible 3/3 Fathom Analytics×3, Simple	Plausible 3/3 Fathom Analytics×3, Simple	Plausible 3/3 Fathom Analytics×3, Simple

	predictable price? alternatives-to-leader	Analytics×3, Matomo×1	Analytics×3, Umami×3, Matomo×1	Analytics×3, Umami×3, Matomo×2
P24	I'm tired of GA4's complexity. What are the best simple, privacy-focused alternatives for a small team? alternatives-to-leader	Plausible 3/3 Fathom Analytics×3, Umami×3, Matomo×3	Plausible 3/3 Umami×3, Fathom Analytics×3	Plausible 3/3 Fathom Analytics×3, Simple Analytics×3, Umami×3, Matomo×3
P25	What is the best privacy-friendly web analytics for a SaaS founder? best-for-persona	Plausible 3/3 Umami×2, Fathom Analytics×2, Matomo×2	Plausible 3/3 Fathom Analytics×3, Umami×3, Google Analytics×2	Plausible 3/3 Fathom Analytics×3, Umami×3, Simple Analytics×3, Matomo×3

4. Crawlability for AI bots

robots.txt: <https://plausible.io/robots.txt> (HTTP 200). Fetches: 25 of cap 25, 21 HTML pages.

AI bot	/	/pricing	Own robots group
GPTBot	allowed	allowed	no (uses * rules)
OAI-SearchBot	allowed	allowed	no (uses * rules)
ChatGPT-User	allowed	allowed	no (uses * rules)
PerplexityBot	allowed	allowed	no (uses * rules)
Google-Extended	allowed	allowed	no (uses * rules)
ClaudeBot	allowed	allowed	no (uses * rules)

Sitemap: present – <https://plausible.io/sitemap.xml>

llms.txt (minor signal): not found (HTTP 404) – <https://plausible.io/llms.txt>

noindex pages: none found

Internal links to error pages: none found

► Skipped URLs (1)

5. Schema and entity

JSON-LD types across the site: **Answer**, **BlogPosting**, **BreadcrumbList**, **FAQPage**, **ListItem**, **Question**, **WebPage**, **WebSite**. Brand 'Plausible' in the title of 21 of 21 pages. Category phrase 'privacy-friendly web analytics' on home: yes, on pricing: yes.

Comparison / alternatives URLs found (linked from crawled pages: 11, listed in the sitemap: 10; a bounded crawl, so others may exist): 11 –

<https://plausible.io/blog/eu-hosted-analytics-vs-eu-owned-analytics>,
<https://plausible.io/blog/european-alternatives-trends-privacy-tech>,
<https://plausible.io/blog/google-analytics-alternatives>,
<https://plausible.io/blog/time-on-page-ga-vs-plausible>, <https://plausible.io/blog/ua-vs-ga4>, <https://plausible.io/blog/web-analytics-vs-product-analytics> and 5 more

Page	Title	Description	H1	JSON-LD
https://plausible.io/	Plausible Analytics Simple, privacy-friendly Google Analytics alternative	yes	Easy to use and privacy-friendly Google Analytics alternative	WebSite
https://plausible.io/vs-google-analytics	Plausible vs Google Analytics 4 (GA4): What changed and why people are switching Plausib	yes	Plausible vs Google Analytics 4 (GA4): What changed and why people are	BlogPosting, WebPage
https://plausible.io/vs-matomo	Plausible vs Matomo: A simple, privacy-first alternative Plausible Analytics	yes	Plausible vs Matomo: A simple, privacy-first alternative	BlogPosting, WebPage
https://plausible.io/vs-cloudflare-web-analytics	Cloudflare Web Analytics vs Plausible: A dedicated tool vs a side feature Plausible Anal	yes	Cloudflare Web Analytics vs Plausible: A dedicated tool vs a side feat	BlogPosting, WebPage
https://plausible.io/paid-analytics-vs-free-ga	Why pay for an analytics tool when Google Analytics is free? Plausible Analytics	yes	Why pay for an analytics tool when Google Analytics is free?	BlogPosting, WebPage

https://plausible.io/simple-web-analytics	Simple web analytics for people who just want the numbers Plausible Analytics	yes	Simple web analytics for people who just want the numbers	BlogPosting, WebPage
https://plausible.io/lightweight-web-analytics	Lightweight web analytics built for fast-loading websites Plausible Analytics	yes	Lightweight web analytics built for fast-loading websites	BlogPosting, WebPage
https://plausible.io/privacy-focused-web-analytics	Privacy-focused web analytics: no cookies, no personal data, no consent banner Plausible	yes	Privacy-focused web analytics: no cookies, no personal data, no consen	BlogPosting, WebPage
https://plausible.io/open-source-website-analytics	Open source Google Analytics alternative Plausible Analytics	yes	Open source Google Analytics alternative	BlogPosting, WebPage
https://plausible.io/eu-hosted-web-analytics	EU-hosted web analytics with no data transfers outside Europe Plausible Analytics	yes	EU-hosted web analytics with no data transfers outside Europe	BlogPosting, WebPage
https://plausible.io/for-ecommerce	Web analytics for ecommerce: simple, accurate and privacy-friendly Plausible Analytics	yes	Web analytics for ecommerce: simple, accurate and privacy-friendly	BlogPosting, WebPage

https://plausible.io/for-saas	Web analytics for SaaS: track signups, activation and growth Plausible Analytics	yes	Web analytics for SaaS: track signups, activation and growth	BlogPosting, WebPage
https://plausible.io/for-freelancers-agencies	Analytics for agencies: client reporting, multi-site management and GDPR compliance Plau	yes	Analytics for agencies: client reporting, multi-site management and GD	BlogPosting, WebPage
https://plausible.io/for-bloggers-creators	Content analytics for publishers and content creators Plausible Analytics	yes	Content analytics for publishers and content creators	BlogPosting, WebPage
https://plausible.io/for-public-sector	Privacy-first web analytics for the public sector Plausible Analytics	yes	Privacy-first web analytics for the public sector	BlogPosting, WebPage
https://plausible.io/white-label-web-analytics	White label web analytics for SaaS platforms and website builders Plausible Analytics	yes	White label web analytics for SaaS platforms and website builders	Answer, BlogPosting, FAQPage, Question, WebPage
https://plausible.io/enterprise-web-analytics	Enterprise web analytics without the compliance headaches Plausible Analytics	yes	Enterprise web analytics without the compliance headaches	BlogPosting, WebPage
https://plausible.io/migrate-from-google-analytics	How to migrate from Google	yes	How to migrate from Google	BlogPosting, WebPage

	Analytics to Plausible Plausible Analytics		Analytics to Plausible	
https://plausible.io/docs	Plausible Analytics documentation Plausible docs	yes	Plausible Analytics documentation	BreadcrumbList, ListItem
https://plausible.io/blog	The Plausible Blog Plausible Analytics	yes	The Plausible Blog	WebPage
https://plausible.io/tools	Free tools and calculators Plausible Analytics	yes	Free tools and calculators	BlogPosting, WebPage

6. Third-party footprint

Domains the engines cited in their answers (not scraped). Referring domains: **unavailable: not measured (needs a paid backlink API).**

Cited domain	Kind	Answers	Plausible	Google Analytics	Fathom Analytics	Simple Analytics	Matomo	Umami
posthog.com	vendor site	16	16	3	12	0	4	9
github.com	other	10	10	1	7	1	7	6
pirsch.io	vendor site	10	10	5	9	2	5	8
getopen.so	other	10	9	5	8	8	5	6
prettyinsights.com	other	9	4	3	3	3	3	2
analytics-alternatives.com	other	7	4	3	3	3	2	2
cloudflare.com	vendor site	5	5	2	5	1	0	4
frontdeskreview.com	other	5	3	0	2	2	2	2
wordpress.org	vendor site	4	3	2	1	0	1	0
goatcounter.com	vendor site	4	4	0	0	0	2	4
seline.com	other	4	4	2	4	4	3	4

gdpranalytics.com	other	4	4	3	3	3	3	3
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7. Pricing and landing page

Check	Result	Evidence (static HTML)
Plans and prices readable in static HTML	pass	“...ee Monthly Yearly Up to 10k monthly pageviews 10k 10k 10M+ Starter /year /month \$9 /month Custom Start free trial One site 3 years of data retention Intuitive, fa...” 3 price amounts in static HTML: \$9, \$14, \$19 https://plausible.io/ (pricing section on the home page)
Target persona stated on the home page	fail	No 'for <buyer>' statement found in the home page's static text. https://plausible.io/
Free trial or free plan visible	pass	“...sights. Made and hosted in the EU, powered by European-owned infrastructure. ☑ Start free trial View live demo Why use Plausible Analytics? Google Analytics is overkill...” https://plausible.io/
Call to action in the first screen of text	pass	“...sights. Made and hosted in the EU, powered by European-owned infrastructure. ☑ Start free trial View live demo Why use Plausible Analytics? Google Analytics is overkill...” https://plausible.io/

Reviewer suggestions (AI-drafted from the static HTML; each quote is checked to be on the page, the claim itself is the operator's to confirm in a browser before sending):

- “Plausible is trusted by thousands of organizations, including Stripe, Mozilla, MongoDB, Harvard University and Sentry.” (home): Named logos are claimed as customers but none of the testimonials come from them, so a buyer can't tell what these organizations actually use Plausible for or whether the claim is current. It reads as unverified name-dropping. → Add a sourced quote or case study from at least one named organization, or soften to wording that states what is verifiable.
- “Our script is 54 times smaller than Google Analytics. Every visitor that loads your site downloads 135KB less JavaScript.” (home): The two figures are not tied to a stated baseline (which GA script, compressed or not). A buyer cannot check them or tell whether 54x and 135KB describe the same comparison. → State the sizes being compared (e.g. 'X KB vs Y KB, gzipped, GA4 gtag.js as of date') and link to the methodology.
- “A site with 100,000 monthly visitors saves around 4 kg of CO2 per year by switching.” (home): The CO2 claim has no assumptions (pages per visit, energy per KB, grid mix), so it is unverifiable and may seem greenwashing-like to skeptical buyers. → Show the calculation inputs or link to the source, or drop the specific figure.

8. Five developer tickets

1. Add SoftwareApplication JSON-LD with offers

Effort S · impact 3/5 · confidence 4/5 · priority score 12.0

Evidence

- §5: JSON-LD types found across 21 pages: Answer, BlogPosting, BreadcrumbList, FAQPage, ListItem, Question, WebPage, WebSite

Change: Add a SoftwareApplication block for Plausible on the home and pricing pages: name, applicationCategory, operatingSystem, offers (price, priceCurrency) per plan, and aggregateRating only if real ratings exist.

Done when: Google Rich Results Test / schema.org validator reads a SoftwareApplication with ≥1 Offer.

2. Add Organization JSON-LD with sameAs profiles

Effort S · impact 2/5 · confidence 4/5 · priority score 8.0

Evidence

- §5: no Organization type in JSON-LD on 21 crawled pages

Change: Add Organization (name, url, logo, sameAs: LinkedIn, GitHub, X, G2/Capterra profile URLs) to the home page so engines tie third-party mentions to the brand.

Done when: Validator shows Organization with ≥3 sameAs URLs on the home page.

3. State who the product is for above the fold

Effort S · impact 2/5 · confidence 3/5 · priority score 6.0

Evidence

- §7: No 'for <buyer>' statement found in the home page's static text.

Change: Add a hero line that names the buyer and the category in the words buyers use in §3 (SaaS founder, marketing agency, small business).

Done when: Static HTML of the home page passes the 'Target persona stated on the home page' check in §7.

4. Add explicit AI-bot groups to robots.txt

Effort S · impact 2/5 · confidence 3/5 · priority score 6.0 · hardening

Evidence

- §4: no AI bot has its own robots.txt group; access relies on the '*' rules

Change: Add explicit groups for OAI-SearchBot, ChatGPT-User and PerplexityBot so a future '*' change cannot silently block answer engines.

Done when: robots.txt has named groups for the three bots.

5. Re-measure AI answers 30 days after the fixes ship

Effort S · impact 1/5 · confidence 5/5 · priority score 5.0 · hardening

Evidence

- §9: engine answers vary between runs; one measurement is a baseline, not a trend

Change: After the other tickets in this list are live, take a new measurement with the same prompt set and samples (`./audit run order.json --new-measurement``; a plain re-run only re-renders this one).

Done when: A second report with the same prompts shows a new measurement ID and answer capture dates after the fixes; share-of-answer deltas are reported with min-max.

9. Method and limits

Answers captured 2026-10-07T06:14:42+00:00 → 2026-10-07T07:05:09+00:00 UTC in measurement m20261007T061405Z-a67f (225 answers, 0 asked in this run, the rest reused from the same measurement). Report rendered 2026-10-07T15:20:56+00:00 UTC (run started 2026-10-07T15:20:21+00:00). Tier standard: 25 prompts × 3 samples per engine. Prompt source: helper LLM draft (24) + 1 template prompts.

- **Backend: cli.** Answers come from the vendors' command-line agents (Codex CLI, Claude Code, Antigravity CLI) signed in to the operator's subscriptions, run non-interactively on a server. The table below names the exact model behind each engine. These answers are proxies: they are **not** guaranteed to match what a consumer sees on chatgpt.com, claude.ai, gemini.google.com, perplexity.ai or in Google AI Overviews, which add their own personalisation, location and product features.
- Answers vary between runs, so every share shows the mean and the min-max over samples (n).

- Prompts never contain the audited brand. A competitor named in the prompt itself is not counted for that prompt.
- Gemini is asked without Google Search grounding (Gemini terms limit passing grounded results to third parties); its answers reflect model knowledge.
- Google AI Overviews: not measured (off pending an owner decision).
- No review site or marketplace was fetched; third-party data is only what engines cited.
- The crawl obeys robots.txt for our user agent, stays on one host, sends at most 1 request per second and does not run JavaScript.
- Helper model for prompt drafting and competitor names: sonnet. Every count in this report comes from a deterministic name matcher over the raw answers.

Engine	Model queried	Endpoint / command	Web search	Calls	Cached	Failures	Status
ChatGPT (Codex CLI, ChatGPT subscription, web search on)	gpt-6-luna	cli: codex exec	live web search tool on; the model decides when to search searched in 70 of 75 answers	0	75	0	ok
Perplexity				0	0	0	unavailable: not measured in this run: Perplexity has no subscription CLI; API-backed audits measure it
Gemini (Antigravity CLI, Google subscription)	gemini-3.8-flash-low	cli: agy -p	no search requested; a tool turn would show as searched searched in 0 of 75 answers	0	75	0	ok
Claude (Claude Code CLI, Claude subscription, WebSearch tool on)	claude-sonnet-5-5	cli: claude -p	WebSearch tool on; the model decides when to search searched in 0 of 75 answers	0	75	0	ok

Google AI Overviews				0	0	0	off
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Cost: USD 0.0000 of a USD 5.00 cap.

Unavailable in this report:

- Perplexity: not measured in this run: Perplexity has no subscription CLI; API-backed audits measure it
- Google AI Overviews: off by default (owner decision pending on Google ToS risk)
- referring domains (needs a paid backlink API)