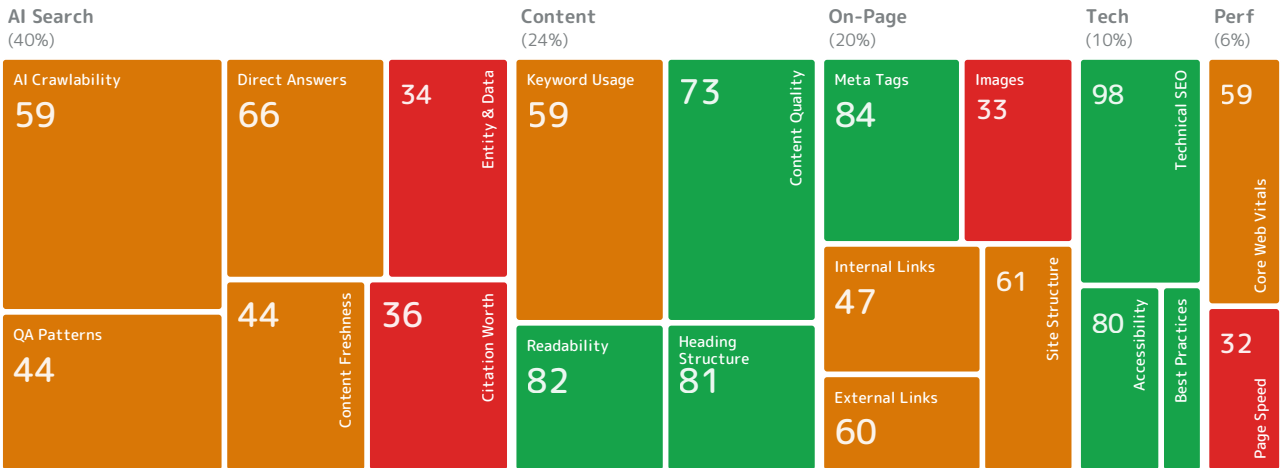


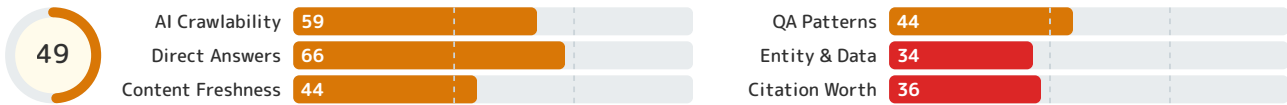


https://www.salesforce.com/uk/products

“salesforce products”



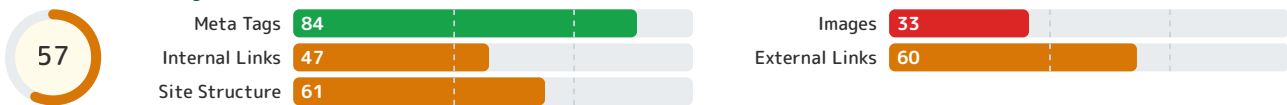
AI Search



Content



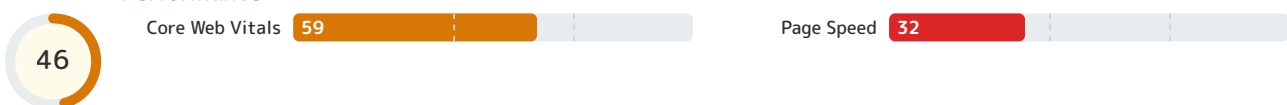
On-Page



Technical



Performance





AI Search needs significant improvement. Entity & Data Richness (34) is the weakest area requiring immediate focus.



AI Search Crawlablity

59

Schema present but key access or completeness signals are missing - room to strengthen AI readability.

- Add FAQPage schema for Q&A content - good hygiene for AI extractability (note: evidence for direct citation uplift is contested)
- Add Article/BlogPosting schema with datePublished and dateModified for freshness signals
- Add BreadcrumbList schema to help AI systems understand site hierarchy

100	JSON-LD Present (12%)	Yes
25	Schema Type Count (8%)	1 types
0	Has FAQ Schema (7%)	No
0	Has Article Schema (10%)	No
0	Has HowTo Schema (3%)	No
0	Has Breadcrumb (5%)	No
0	Has Organization (7%)	No
0	Has Local Business (1%)	No
0	Has Product (2%)	No
100	OAI-SearchBot Allowed (12%)	Yes
100	GPTBot Allowed (5%)	Yes
100	PerplexityBot Allowed (8%)	Yes
100	ClaudeBot Allowed (5%)	Yes
100	Google-Extended Allowed (4%)	Yes
100	llms.txt Present (6%)	Yes
100	JS-Render Dependency (5%)	No

● Question-Answer Pattern Quality

44

16 question heading(s) found but Q&A patterns could be strengthened

- Add a dedicated FAQ section to consolidate common questions

74	Question Heading Count (60%)	16 headings
0	Has FAQ Section (40%)	No

● Direct Answer Density

66

6 factual statements found - could strengthen with more concrete data

- Open with a direct factual answer, not a marketing welcome - AI systems extract the first relevant sentence

95	Hedging Count (25%)	0 phrases
70	Factual Statement Count (34%)	6 found
90	Scannable Structure (20%)	90 /100
0	Opening Directness (21%)	0 /100

● Entity & Data Richness

34

Content lacks specific data points and entities - AI systems will deprioritise this

- Content lacks concrete data - add statistics, costs, timeframes, and percentages
- Add expert attribution ('according to', 'research shows') to increase authority signals

70	Statistics Count (15%)	6 found
0	Currency Mentions (10%)	0 found
0	Timeframe Mentions (10%)	0 found
40	Year Mentions (10%)	1 found
70	Total Data Points (15%)	6 found
36	Data Per 500 Words (25%)	1.8 per 500 words
0	Expert Attributions (15%)	0 found

● Content Freshness

44

No date markup found - AI systems may deprioritise this content for time-sensitive queries

- Add a published date in meta tags or structured data - AI systems deprioritise undated content
- Add a last-modified date to signal content freshness

0	Has Published Date (20%)	No
0	Has Modified Date (15%)	No
60	Has Current Year Reference (15%)	No
100	Has Recent Year Reference (10%)	Yes
70	Most Recent Year (15%)	2,025
100	Temporal Word Count (15%)	3 references
0	Has Date In Schema (10%)	No

● Citation Worthiness

36

Low citation worthiness - content lacks the depth, sources, and originality that AI systems look for

- Add more references to authoritative sources (aim for 3+)
- Include sourced statistics - 'According to [source], [data point]' patterns increase citation likelihood
- Some originality signals found - strengthen with methodology details, specific findings, or case studies

40	Outbound Citation Count (18%)	1 links
0	Statistics With Sources (18%)	0 found
30	Original Research (23%)	30 /100
0	Expert Quote Count (12%)	0 found
35	Author Attribution (11%)	35 /100
100	Is Comprehensive (18%)	100 /100

AI Search Visibility

Cited by 2 of 3 AI engines

Query: "salesforce products"

Google

Not Found

10 sources checked

OpenAI

Cited

Cited 8 times

- 1 Data 360 This platform unifies data from various systems, eliminating silos and ensuring decisions are based on real-time context. It integrates with tools like Informatica to provide comprehensive...
- 2 (salesforce.com) 6. Agentforce A suite of AI-powered tools designed to build and customize autonomous AI agents that support employees and customers 24/7, enhancing productivity and customer engage...
- 3 (salesforce.com) 7. Tableau A data visualization and business intelligence platform that provides powerful insights from any data, anytime, anywhere, aiding in informed decision-making.
- 4 (salesforce.com) 8. MuleSoft Connects any app, data, or device—whether in the cloud or on-premises—facilitating seamless integration across various platforms.
- 5 (salesforce.com) 9. Slack A messaging app that powers productivity, automates work, and connects with customers, enhancing team collaboration and communication.
- 6 (salesforce.com) 10. Net Zero Cloud A sustainability management platform that helps organizations achieve net-zero emissions, providing tools for tracking and reducing carbon footprints.
- 7 (salesforce.com) 11. Heroku A cloud-native platform designed for developers to build scalable apps, offering a range of tools and services for application development and deployment.
- 8 Heroku A cloud-native platform designed for developers to build scalable apps, offering a range of tools and services for application development and deployment. (salesforce.com) These products are...

Perplexity

Cited

Cited 6 times

- 1 Salesforce's core products center on Sales Cloud, Service Cloud, Marketing Cloud, Commerce Cloud, Data Cloud, Slack, and Agentforce under its unified Customer 360 / AI CRM platform.
- 2 Commerce Cloud: online shopping and commerce experiences across web, mobile, and store channels. Data Cloud: real-time customer data ingestion and activation for personalization and automation.
- 3 AppExchange: Salesforce's marketplace for add-ons and integrations. Slack: collaboration across people, apps, data, and agents.
- 4 Slack: collaboration across people, apps, data, and agents. Agentforce: always-on AI agents for customers and employees.
- 5 Agentforce: always-on AI agents for customers and employees. Salesforce also offers packaged entry products like Starter Suite and Pro Suite for smaller businesses, plus revenue-focused products su...
- 6 Cited in AI response

AI search results are non-deterministic - citations may vary between runs. This reflects real-world AI search behaviour where visibility fluctuates based on how each engine generates its response. Citation snippets are extracted from OpenAI and Perplexity inline references. Google does not provide inline references, so snippets are unavailable - where a count above 1 is shown, Google has listed multiple pages from your domain as sources.

AI Search Opportunity

6 of 8 topics covered

CONTENT GAP

HIGH IMPACT

Add detailed product comparison section

Create a comprehensive comparison table showing Sales Cloud vs Service Cloud vs Marketing Cloud differences, as AI engines specifically mentioned this as valuable content. This addresses the low AI Search Readiness score (49/100) and Question-Answer Pattern Quality (44/100).

FORMAT

HIGH IMPACT

Implement FAQ schema with product questions

Add structured FAQ section covering questions like 'What's the difference between Sales Cloud and Service Cloud?' and 'What are Salesforce's core products?' since the page has no FAQ schema currently. This directly addresses the low Question-Answer Pattern Quality score (44/100).

CONTENT GAP

HIGH IMPACT

Add Revenue Cloud and lead qualification content

Include missing topics 'revenue streams and forecasts' and 'qualifying leads' that AI engines covered but your page lacks. This fills critical content gaps and improves topical authority for complete Salesforce product coverage.

TOPIC EXPANSION

MEDIUM IMPACT

Expand product pricing and entry-level options

Add detailed sections on Starter Suite, Pro Suite, and pricing tiers as AI engines highlighted these for smaller businesses. This improves Entity & Data Richness (34/100) and provides comprehensive product information.

FORMAT

MEDIUM IMPACT

Create structured product list with descriptions

Transform content into bulleted product lists with clear descriptions matching AI engine format, including AppExchange and Platform details. This improves readability and citation potential given the current heading structure issues.

8 topics AI engines cover:

Revenue Cloud for quote-to-cash **YOU**

- revenue streams and forecasts
- qualifying leads

Sales Cloud **YOU**

Service Cloud **YOU**

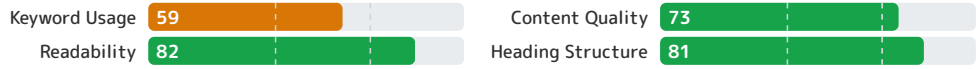
Marketing Cloud **YOU**

Commerce Cloud **YOU**

Data Cloud **YOU**



Mixed content results. Readability (82) is strongest, while Keyword Usage (59) needs the most attention.



● **Keyword Usage**

59

Keyword present in 3/5 key positions - some gaps to address

- Include target keyword in the H1 heading
- Keyword appears in content but not early enough - move it into the first 25-50 words
- Add target keyword to the meta description

100	Keyword In Title (20%)	Yes
100	Keyword In Title First 40 (10%)	Yes
0	Keyword In H1 (15%)	No
30	Keyword Position (12%)	30 /100
100	Keyword In Subheadings (10%)	Yes
0	Keyword In Meta Description (8%)	No
55	Keyword Density (15%)	0.3 %
70	Heading Keyword Count (10%)	2 headings

● Content Quality

73

Comprehensive content (1704 words) with good topic coverage and data points

- Include expert quotes to add authority and diverse perspectives

95	Word Count (17%)	1,704 words
76	Heading Count (6%)	27 headings
72	Unique H2 Topics (15%)	11 topics
100	Has Lists (10%)	Yes
70	Number/Data Points (13%)	6 found
70	Example Phrases (8%)	4 found
30	Original Data (12%)	30 /100
0	Quote Count (6%)	0 found
100	Is Thin Content (8%)	No
100	Content Depth (5%)	100 /100

● Readability

82

Readability is fair (Flesch 42) with room for improvement

- Readability could improve (Flesch score 42) - aim for 50-70 range
- Passive voice at 8% - reducing further would make the writing more direct

55	Flesch Reading Ease (33%)	41.8
95	Average Sentence Length (22%)	20 words
94	Sentence Count (12%)	85 sentences
95	Passive Voice Percentage (22%)	8.2 %
95	Average Paragraph Length (11%)	3.7 sentences

● Heading Structure

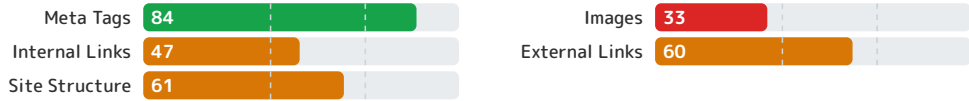
81

Heading structure needs work: minor improvements needed

100	H1 Count (26%)	1 found
72	H2 Count (12%)	11 found
73	H3 Count (9%)	15 found
76	Total Headings (9%)	27 headings
100	Hierarchy Valid (18%)	Yes
20	Headings Per 500 Words (14%)	7.9 per 500 words
100	Has Subheadings (12%)	Yes



Mixed on-page results. Meta Tags (84) is strongest, while Images (33) needs the most attention.



● Meta Tags

84

Meta tag issues: non-optimal title length

- Title is 61 chars - aim for 50-60 chars

55	Title Length (33%)	61 chars
95	Meta Description Length (33%)	147 chars
100	Meta Description Present (17%)	Yes
100	Title Present (17%)	Yes

● Images

33

Only 23% of images have alt text - significant gap

- 157 of 204 images missing alt text - add descriptive alt attributes

20	Total Images (10%)	204 images
18	Images With Alt Text (10%)	47 images
11	Alt Text Coverage (30%)	23 %
100	Images With Keyword Alt (20%)	1 images
20	Images Per 1,000 Words (20%)	119.7 per 1K words
20	Missing Alt Count (10%)	157 images

● Internal Links

47

53 contextual internal links found

- Use the target keyword naturally in at least one internal link anchor text

100	Total Internal Links (12%)	465 links
20	Contextual Link Count (35%)	53 links
95	Anchor Text Variety (20%)	75.5 %
0	Keyword Relevant Anchors (22%)	0 links
81	Unique Anchor Count (11%)	40 unique

● External Links

60

47 external links to other sources

- 47 external links is on the high side (13.8 per 500 words) - confirm each is genuinely useful

65	Total External Links (80%)	47 links
40	Unique Anchor Count (20%)	1 unique
65	External Links Per 500 Words	13.8 /500w

● Site Structure

61

URL structure is functional but could be improved

- Include the target keyword in the URL path
- Page is not in sitemap.xml - add it to ensure search engines discover it

95	URL Length (15%)	39 chars
95	Path Depth (15%)	2 levels
0	Keyword In URL (21%)	No
100	Issue Count (15%)	0 issues
100	Sitemap Found (13%)	Yes
20	Page In Sitemap (21%)	No



Strong technical performance across all dimensions. Technical SEO leads at 98/100.



● **Technical SEO**

98

Strong technical SEO - score 98/100 with HTTPS

100	Uses HTTPS (22%)	Yes
92	SEO Audit Score (27%)	92 /100
100	Crawable (20%)	100 /100
100	Canonical Audit (16%)	100 /100
100	Robots Audit (15%)	100 /100

● **Accessibility**

80

Accessibility score 80/100 - minor improvements possible

- Link text is not descriptive - avoid 'click here' and use meaningful anchor text

100	WCAG Score (60%)	100 /100
100	Image Alt Text Audit (20%)	100 /100
0	Link Text Audit (20%)	0 /100

● **Best Practices**

96

Page follows web best practices with no significant issues detected.

96	Best Practices Score (100%)	96 /100
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Performance needs significant improvement. Page Speed (32) is the weakest area requiring immediate focus.



● Core Web Vitals

59

LCP: 6.1 s / TBT: 380 ms / CLS: 0.068. These are Google's primary ranking signals for page experience.

- LCP score is 12/100 - optimize largest contentful paint to under 2.5s
- TBT score is 70/100 - trim or defer third-party scripts and code-split large bundles to push TBT below 200ms

12	LCP Score (34%)	6.1 s
70	TBT Score (33%)	380 ms
96	CLS Score (33%)	0.068

● Page Speed

32

FCP: 3.4 s / Speed Index: 7.0 s / TTI: 10.0 s. These supplementary metrics reflect perceived loading speed and time to full interactivity.

- FCP score is 38/100 - optimize first contentful paint to under 1.8s
- Speed Index is 32/100 - reduce visual load time
- TTI score is 26/100 - reduce time to interactive by minimizing main thread work

38	FCP Score (34%)	3.4 s
32	Speed Index Score (33%)	7.0 s
26	TTI Score (33%)	10.0 s



Related and suggested keywords for **salesforce products**. Green rows already appear on your page. Missing keywords are opportunities - consider naturally incorporating high-volume, low-difficulty terms into your content.

Volume: **170/mo** Difficulty: **39**

3 related keywords **0** found on page **3** missing



3 related keywords not on your page: **"salesforce platforms"** (140/mo, difficulty 44), **"salesforce services"** (90/mo, difficulty 42), **"salesforce community cloud"** (50/mo, difficulty 10).

Keyword	Volume	Difficulty	CPC	On Page
salesforce platforms Top opportunity	140	44	\$8.29	No
salesforce services Top opportunity	90	42	\$10.39	No
salesforce community cloud Top opportunity	50	10	\$3.92	No

* Difficulty estimated from competition level where exact data unavailable.

People Also Ask 4

- What are Salesforce products?
- What is the most popular Salesforce product?
- Is Salesforce a CRM or SAP?
- What is Salesforce mostly used for?



Your page ranks **#2** for "salesforce products". Top 3 position - you're capturing the majority of organic clicks.

Results scanned: **73** Unique domains in top 10: **5**

Organic keywords: You: **45,878** Top 10 avg: **23,344**
 Organic traffic: You: **1,024,261** Top 10 avg: **514,760**

#	Page	Domain	Keywords	Traffic
1	Ai Overview			
2	Complete Salesforce Products & Software Suite You https://www.salesforce.com/uk/products/	www.salesforce.com	45,878	1,024,261
3	Images			
4	People Also Ask			
5	Salesforce products at a glance https://www.salesfive.com/en/insights/salesforce-products-overview/	www.salesfive.com	161	1,275
6	Discussions And Forums			
7	All Sales Tech Stack Products https://www.salesforce.com/sales/all-products/	www.salesforce.com	45,878	1,024,261
8	The Ultimate Guide to Every Salesforce Product With ... https://www.salesforceben.com/salesforce-products/	www.salesforceben.com	2,048	14,246
9	Salesforce Products - Top 12 Products List in 2026 https://levelshift.com/blogs/salesforce-products	levelshift.com	221	257
10	Salesforce: The #1 Agentic AI CRM Salesforce UK You https://www.salesforce.com/uk/	www.salesforce.com	45,878	1,024,261

Action Plan

All recommendations from this analysis, grouped by section.

AI Search Readiness

- Add FAQPage schema for Q&A content - good hygiene for AI extractability (note: evidence for direct citation uplift is contested)
- Add Article/BlogPosting schema with datePublished and dateModified for freshness signals
- Add BreadcrumbList schema to help AI systems understand site hierarchy
- Add a dedicated FAQ section to consolidate common questions
- Open with a direct factual answer, not a marketing welcome - AI systems extract the first relevant sentence
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- Add more references to authoritative sources (aim for 3+)
- Include sourced statistics - 'According to [source], [data point]' patterns increase citation likelihood
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AI Search Opportunity

- Add detailed product comparison section - Create a comprehensive comparison table showing Sales Cloud vs Service Cloud vs Marketing Cloud differences, as AI engines specifically mentioned this as valuable content. This addresses the low AI Search Readiness score (49/100) and Question-Answer Pattern Quality (44/100).
- Implement FAQ schema with product questions - Add structured FAQ section covering questions like 'What's the difference between Sales Cloud and Service Cloud?' and 'What are Salesforce's core products?' since the page has no FAQ schema currently. This directly addresses the low Question-Answer Pattern Quality score (44/100).
- Add Revenue Cloud and lead qualification content - Include missing topics 'revenue streams and forecasts' and 'qualifying leads' that AI engines covered but your page lacks. This fills critical content gaps and improves topical authority for complete Salesforce product coverage.
- Expand product pricing and entry-level options - Add detailed sections on Starter Suite, Pro Suite, and pricing tiers as AI engines highlighted these for smaller businesses. This improves Entity & Data Richness (34/100) and provides comprehensive product information.
- Create structured product list with descriptions - Transform content into bulleted product lists with clear descriptions matching AI engine format, including AppExchange and Platform details. This improves readability and citation potential given the current heading structure issues.

Content

- Include target keyword in the H1 heading
- Keyword appears in content but not early enough - move it into the first 25-50 words

-
- Add target keyword to the meta description
-
- Include expert quotes to add authority and diverse perspectives
-
- Readability could improve (Flesch score 42) - aim for 50-70 range
-
- Passive voice at 8% - reducing further would make the writing more direct
-

On-Page

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-
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-
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-

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