KnownFor

For marketing and sales teams at companies whose products are compared before they are chosen

AI search optimization (GEO) and website inspections, done for you every week

Is AI recommending you, or your competitor?

Buyers ask AI “what do you recommend?” and narrow down their shortlist. Is your product on it? And if it is, is AI describing it with an old price, or in a comparison site’s words? Every week KnownFor asks AI the same questions your buyers ask, checks the answers, and delivers **the order of fixes (a statement of work your web vendor can use as is).** After you sign up, there is nothing for you to operate.

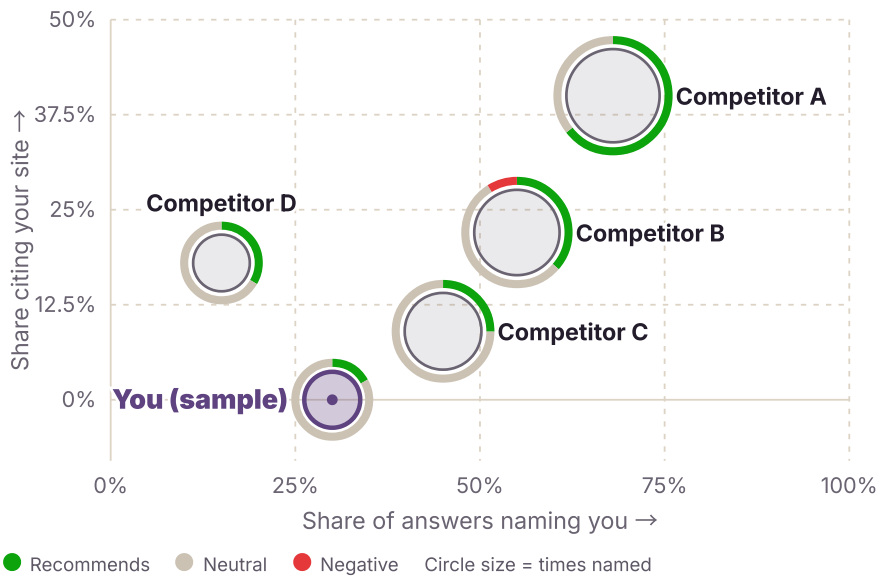
Market position (sample)

Gemini & ChatGPT · 20 answers, last 7 days

30%
Your name came up
Competitor A: 68%

0%
Your site was the source
Competitor A: 40%

4th
of 5 companies
by share named



Sample data (sample company). On a subscription, this position next to companies in your industry arrives every week.

The same inspection also checks the security visible from outside (only what is visible from outside; not a guarantee of safety). You can also try a single inspection first (JPY 30,000, excl. tax).

Weekly inspections and monthly reports from **JPY 40,000**/month (excl. tax)

AI ANSWERS · EVERY WEEK · SECURITY

WHY YOU CAN'T SEE IT

How AI introduces you never shows up in rankings or analytics.

Buyers ask AI for options before they contact you. But what AI said about you is not in any number you have.

64.1%

Among people in Japan who chose a B2B service, the most common place to start research was AI search or AI chat (search engines: 55.0%).

Source: Nile Inc. (July 2026, 329 people in Japan who had chosen a B2B service, multiple answers)

So if the answer is wrong, you will not notice. A price from before your last update, a campaign that has ended, a comparison site's words: AI gives these to buyers as its description of you. And if you are not on the shortlist, you are out before anyone compares.

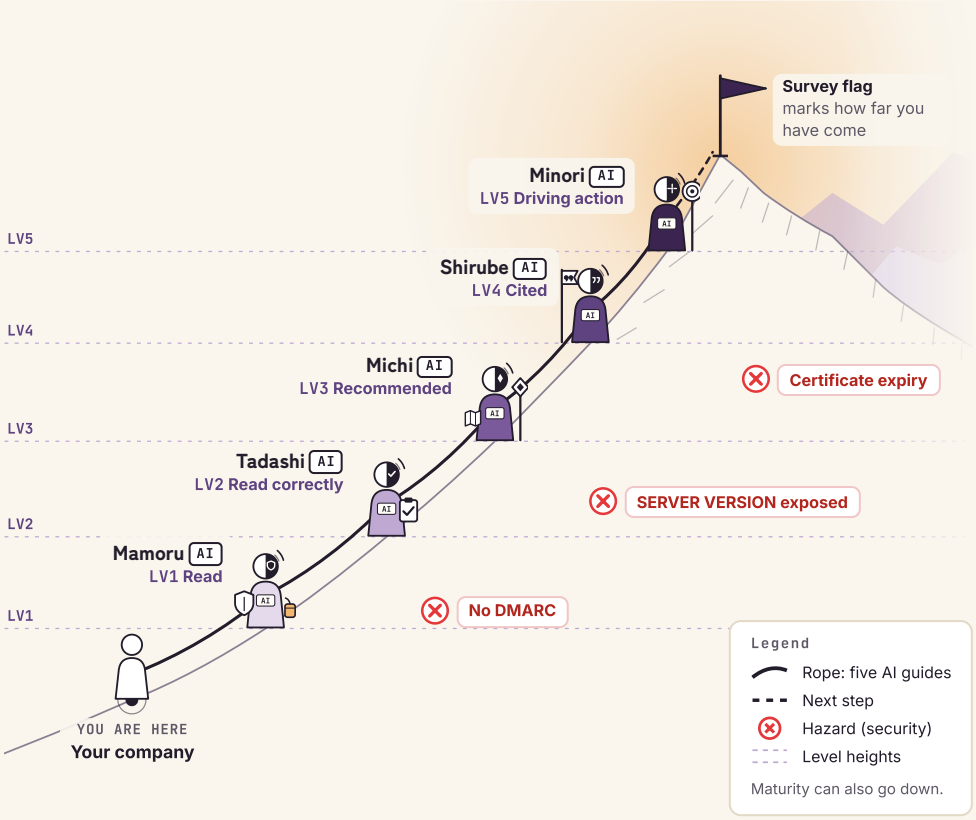
> **How does AI describe your product?**

WHAT KNOWNFOR DOES

Your buyers' questions, asked to AI every week.

AI answers to the questions buyers are likely to ask (are you on the shortlist, is your site cited, are prices and details right) and the security visible from outside (19 items, from certificates and exposed software versions to spoofed-email protection), in one inspection. You get the order of fixes as work instructions; on a subscription, before and after are compared with the same questions.

- **Security and AI answers, in one inspection**
  A pairing that neither GEO tools nor vulnerability scans offer
- **Down to AI misdirection**
  Finds wrong phone numbers and look-alike sites
- **Confirms the effect within 28 days**
  Every judging rule is public



AI The five dedicated AI guides are AI agents (subscriptions), not human staff. We do not promise rankings or gains.

GEO maturity is a yardstick that KnownFor defines, with every judging rule made public (it is not an official standard). Levels are set by real numbers and can go down when AI answers change. `www.knownfor.jp/en/maturity/`

The AIs we check are Gemini and ChatGPT. This field is known as AI search optimization (GEO, LLMO).

COMMON SITUATIONS

Which level are you stuck at?

These are hard to notice just by looking at your own site.

Level **1** Security

Old software version numbers are visible from outside.

Cyber attackers scan for vulnerable versions by machine.

13,687 a day

Suspicious probes for weak points (National Police Agency sensors, per address)

> **Left alone:** an online shop was breached through a vulnerability, putting card details from 3+ years of purchases (65,000 cards) at risk. The police told them; the shop was closed (disclosed in 2024).

Level **1** Security

Fake emails in your name are not stopped by recipients.

Email spoofing protection (DMARC) is sometimes left on “monitor only”.

> **Left alone:** even a Japanese ministry found up to about 40,000 spoofed emails a day in its name, then switched to blocking them (MIC, 2025).

Level **3** Recommended

Ask AI “what do you recommend?” and your name does not come up.

If you are not an option, you are out before anyone compares.

Named in 3 of 10 questions

Sample result (sample company)

Level **4** Cited

You are named, but described in other sites' words.

If your site is not the source, others tell your story.

Your site cited in 0 of 10

Sample result (sample company)

WHY NOW

9.1% → 26.7%

Generative AI users roughly tripled in a year

From fiscal 2023 to 2024 in Japan. AI answers leave no trace in search rankings or analytics.

Source: MIC, White Paper on Information and Communications 2025

About 20 companies

Break-ins by attacking AI agents

September–October 2026: about 20 Japanese companies targeted; 8 disclosed data leaks (not every target was breached).

Source: GMO Cybersecurity by Ierae (October 19, 2026)

HOW WE DIFFER

	GEO tools	Vulnerability scans	KnownFor
Position in AI answers (named, cited, how described)	○	—	○
AI misdirection (wrong numbers, look-alike sites)	Depends	—	○
Gaps visible from outside	—	◎ In depth	○ **Passive check**
How to fix, and whether it worked	Depends	Per weakness	○ **Work order · 28 days**

A rough guide by category, based on what each provider published as of October 2026. KnownFor's security check does not replace a vulnerability assessment.

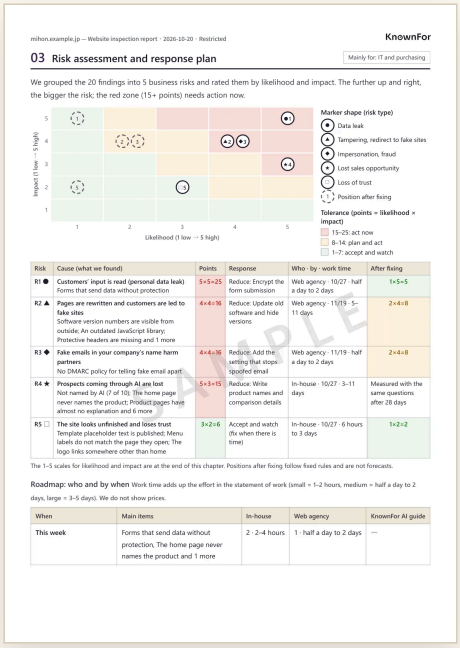
Is AI recommending you, or your competitor? Every week KnownFor asks AI the same questions your buyers ask, checks the answers, and delivers the order of fixes.

For security, we only read what is visible from outside. No break-ins or attacks. This is not a guarantee of safety.

WHAT YOU GET

Every month, the order of fixes arrives.

Changes are reported every week. The cover alone tells you where you stand and what to decide.


mihon.example.jp — Website inspection report · 2026-10-20 · Restricted

KnownFor

03 Risk assessment and response plan

Mainly for: IT and purchasing

We grouped the 20 findings into 5 business risks and rated them by likelihood and impact. The further up and right, the bigger the risk; the red zone (15+ points) needs action now.

Impact (1 low → 5 high)

Likelihood (1 low → 5 high)

Marker shape (risk type)
- Data leak
- Tampering, redirect to fake sites
- Impersonation, fraud
- Lost sales opportunity
- Loss of trust
- Position after fixing

Tolerance (points = likelihood × impact)
- 15–25: act now
- 8–14: plan and act
- 1–7: accept and watch

Risk	Cause (what we found)	Points	Response	Who · by · work time	After fixing
R1 ●	**Customers' input is read (personal data leak)** Forms that send data without protection	5×5=25	Reduce: Encrypt the form submission	Web agency · 10/27 · half a day to 2 days	1×5=5
R2 ▲	**Pages are rewritten and customers are led to fake sites** Software version numbers are visible from outside; An outdated JavaScript library; Protective headers are missing and 1 more	4×4=16	Reduce: Update old software and hide versions	Web agency · 11/19 · 5–11 days	2×4=8
R3 ◆	**Fake emails in your company's name harm partners** No DMARC policy for telling fake email apart	4×4=16	Reduce: Add the setting that stops spoofed email	Web agency · 11/19 · half a day to 2 days	2×4=8
R4 ★	**Prospects coming through AI are lost** Not named by AI (7 of 10); The home page never names the product; Product pages have almost no explanation and 6 more	5×3=15	Reduce: Write product names and comparison details	In-house · 10/27 · 3–11 days	Measured with the same questions after 28 days
R5 □	**The site looks unfinished and loses trust** Template placeholder text is published; Menu labels do not match the page they open; The logo links somewhere other than home	3×2=6	Accept and watch (fix when there is time)	In-house · 10/27 · 6 hours to 3 days	1×2=2

The 1–5 scales for likelihood and impact are at the end of this chapter. Positions after fixing follow fixed rules and are not forecasts.

Roadmap: who and by when Work time adds up the effort in the statement of work (small = 1–2 hours, medium = half a day to 2 days, large = 3–5 days). We do not show prices.

When	Main items	In-house	Web agency	KnownFor AI guide
This week	Forms that send data without protection, The home page never names the product and 1 more	2 · 2–4 hours	1 · half a day to 2 days	—

SAMPLE

Risk matrix of the website inspection report (sample company)

01 Inspected automatically every week

We read your public pages, ask AI the questions buyers are likely to ask, and check 19 items of security visible from outside. There is nothing for you to press.

02 The key points at a glance

The cover shows your GEO maturity level, alert level and “Decide this week”.

03 Order of fixes and a statement of work

What, who and by when, with a statement of work for your web agency.

04 Confirm the fix

The next week’s inspection compares before and after.

One line of the statement of work (sample)

Task	Severity	Who	By when
Version of an old component (JavaScript)	Serious	Web agency	This week

OUR PROMISE

What we promise

- Results for the inspected scope, the order of fixes and a statement of work (PDF)
- On a plan, weekly before-and-after checks with the same questions
- Sign-up to billing runs on screen; no waiting for replies

What we don’t promise

- Any rank or appearance in AI answers
- That you are “safe” (we only look from outside; no break-ins or attacks)
- Writing to your site without your approval

PRICING (EXCL. TAX)

Every plan delivers the same things. The only difference is how many days a week we ask AI about your company.

Try a single inspection first

Website inspection report

JPY 30,000 /once

Where you stand, “Decide this week” and a statement of work, as early as the same day.

Sites that change a few times a month at most

KnownFor Weekly

JPY 40,000 /month

Days we ask AI about you: once a week. Annual: JPY 400,000.

Sites that change often with new products or campaigns

KnownFor 3x a week

JPY 100,000 /month

Days we ask AI about you: 3 times a week. Annual: JPY 1,000,000.

Sites where errors in bookings or prices quickly cost money

KnownFor Daily

JPY 200,000 /month

Days we ask AI about you: daily. Annual: JPY 2,000,000.

All plans measure Levels 1–5. 1 site, up to 10 products or services per contract. On-screen usage: 3x a week gives 2.5 times and Daily 5 times that of Weekly (even Weekly covers about 20 AI inspections a month; resets on the 1st). An admin can buy more (from JPY 5,000; valid 6 months). Weekly automatic inspections do not stop when usage runs out. AI inspections: 3 a day max. Security-only checks: unlimited. Data sharing required (otherwise 1.5×: JPY 60,000 · 150,000 · 300,000). No setup fee or minimum term. Prices as of November 2026.

HOW TO START

1. See the sample

A report for a sample company, open to anyone.
`www.knownfor.jp/en/sample/`

2. Check your site

See on the spot whether KnownFor can read it (no sign-up).
`www.knownfor.jp/en/`

3. Sign up

Just enter your website address to start. A single inspection can arrive as early as the same day.

KnownFor

Operated by Argmax Co., Ltd. (Japan)
www.knownfor.jp/en/ · info@knownfor.jp

Introduced by _____