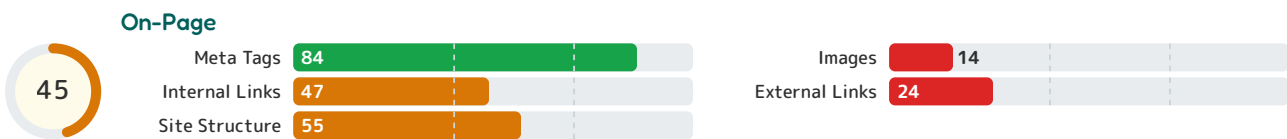
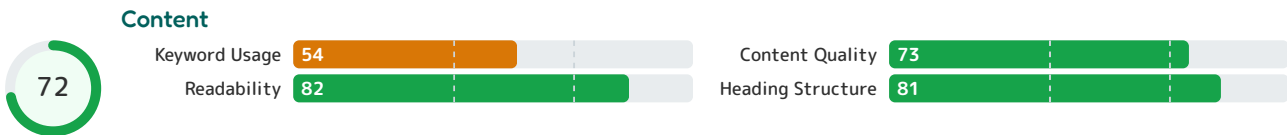
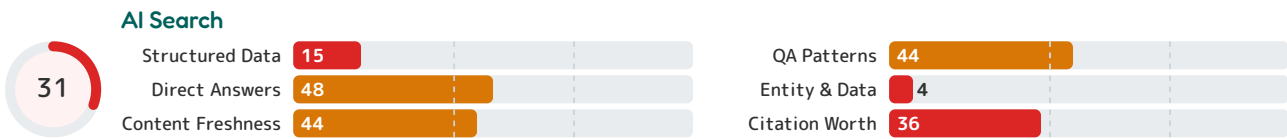
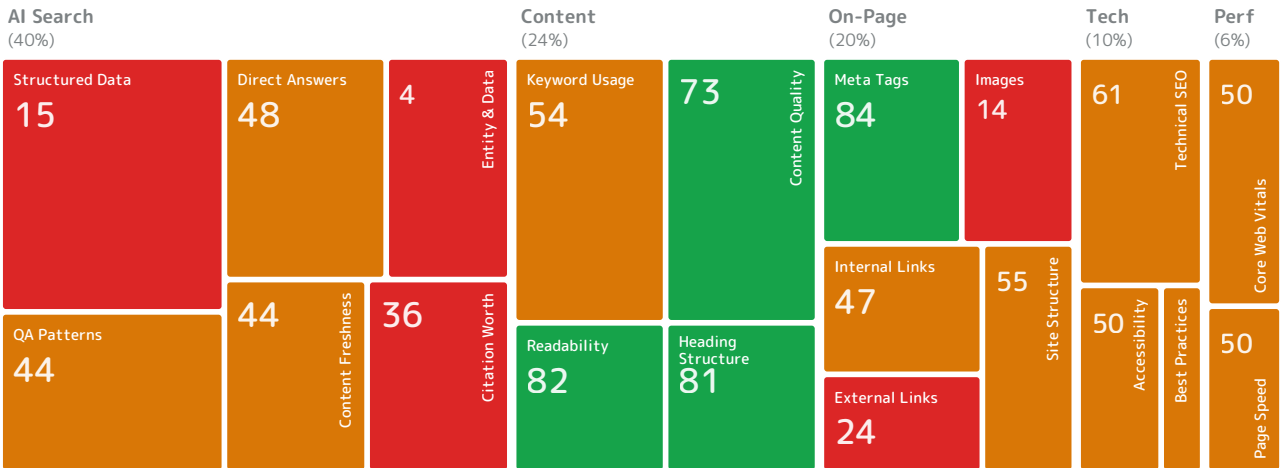




https://www.salesforce.com/uk/products

“salesforce products”





AI Search needs significant improvement. Entity & Data Richness (4) is the weakest area requiring immediate focus.



### ● Structured Data Completeness

15

Structured data present (AggregateRating) but missing key types

- Add FAQPage schema - this is the biggest driver of AI Overview citations
- 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 (13%)	1 types
0	Has FAQ Schema (22%)	No
0	Has Article Schema (15%)	No
0	Has HowTo Schema (8%)	No
0	Has Breadcrumb (8%)	No
0	Has Organization (8%)	No
0	Has Local Business (7%)	No
0	Has Product (7%)	No

### ● Question-Answer Pattern Quality

44

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

- Add a dedicated FAQ section to consolidate common questions

73	Question Heading Count (60%)	15 headings
0	Has FAQ Section (40%)	No

## ● Direct Answer Density

48

Content lacks directly extractable factual statements

- Add specific facts, numbers, and data points - AI systems extract concrete statements, not vague claims
- Opening lacks factual data - lead with a specific number, definition, or concrete claim

95	Hedging Count (25%)	0 phrases
0	Factual Statement Count (34%)	0 found
90	Scannable Structure (20%)	90 /100
30	Opening Directness (21%)	30 /100

## ● Entity & Data Richness

4

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
- Include specific statistics and percentages to make content more quotable

0	Statistics Count (15%)	0 found
0	Currency Mentions (10%)	0 found
0	Timeframe Mentions (10%)	0 found
40	Year Mentions (10%)	1 found
0	Total Data Points (15%)	0 found
0	Data Per 500 Words (25%)	0 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%)	5 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

6 sources checked

### OpenAI

Cited

Cited

- 1 Data Cloud Unifies and activates data across various systems, creating a single source of truth that drives informed decision-making and personalized experiences. Agentforce 360 Introduces AI-drive...

## Perplexity

Cited

Cited 15 times

- 1 Salesforce offers a comprehensive suite of cloud-based products focused on CRM, AI, sales, service, marketing, commerce, and industry-specific solutions, including flagship offerings like Sales Clo...
- 2 Salesforce offers a comprehensive suite of cloud-based products focused on CRM, AI, sales, service, marketing, commerce, and industry-specific solutions, including flagship offerings like Sales Clo...
- 3 Sales Cloud: Manages leads, opportunities, accounts, quoting, forecasting, and sales cycles, primarily for B2B; includes add-ons like CPQ, Revenue Intelligence, Sales Planning, Salesforce Maps, and...
- 4 Service Cloud: Handles customer support cases across channels, with Field Service for on-site management. Marketing Cloud: Builds personalized campaigns via Journey Builder, Email Studio, Social St...
- 5 Marketing Cloud: Builds personalized campaigns via Journey Builder, Email Studio, Social Studio, and Audience Builder; features Marketing AI for optimization. Commerce Cloud: Powers B2C and B2B onl...
- 6 Commerce Cloud: Powers B2C and B2B online/in-store experiences with personalization, AI recommendations, merchandising, and integrations; used by brands like Puma and Adidas. AI and Platform Innova...
- 7 AI and Platform Innovations - Agentforce: Autonomous AI agents for 24/7 employee and customer support, customizable with Flows and Apex; requires add-ons for full generative AI. Einstein AI: Predic...
- 8 Salesforce Platform: Low-code tools like Flow for automation, plus Starter/Pro Suites for entry-level sales/service/marketing. Industry and Specialized Solutions Tailored for sectors like Retail, F...
- 9 Pricing and Bundles Products use annual contracts with tiers (e.g., Starter Suite for small businesses at entry level, Pro/Foundation for scaling); Sales Cloud starts at \$165/user/month. Add-ons li...
- 10 Data Cloud: Provides unified profiles, data services, segmentation, and CRM Analytics for AI-driven insights. Salesforce Platform: Low-code tools like Flow for automation, plus Starter/Pro Suites f...
- 11 Industry and Specialized Solutions Tailored for sectors like Retail, Financial Services, Healthcare, Energy & Utilities, and Communications, with add-ons for customization. Examples: MuleSoft for i...
- 12 Cited in AI response
- 13 Cited in AI response
- 14 Cited in AI response
- 15 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

8 of 10 topics covered

CONTENT GAP

HIGH IMPACT

### Add missing industry-specific Salesforce products

Create dedicated sections for Financial Services Cloud and email-related products that AI engines specifically mention but are missing from your content. This directly addresses the 2 missing topics and will improve citation chances.

FORMAT

HIGH IMPACT

### Implement FAQ schema with pricing and product details

Add structured FAQ schema covering common questions about Salesforce product pricing, comparisons, and use cases that AI engines frequently reference. Your current FAQ section lacks proper schema markup (15/100 structured data score).

TOPIC EXPANSION

HIGH IMPACT

### Expand AI and platform innovation sections

Add comprehensive coverage of Agentforce capabilities, Einstein AI features, and Data Cloud functionalities with specific use cases and technical details. AI engines provide extensive detail on these that your current content lacks depth on.

CONTENT GAP

MEDIUM IMPACT

### Add detailed product pricing and bundle information

Include specific pricing tiers, contract details, and bundle options (Starter Suite, Pro/Foundation) that AI engines consistently mention. This addresses the low entity richness score (4/100) and improves citation worthiness.

FORMAT

MEDIUM IMPACT

### Optimize images with descriptive alt text and captions

Your images score is critically low at 14/100. Add product screenshots, feature diagrams, and infographics with keyword-rich alt text and detailed captions explaining Salesforce product capabilities.

#### 10 topics AI engines cover:

flagship offerings like Sales Cloud **YOU**

sales **YOU**

- email
- Financial Services Cloud

Starter Suite for small businesses **YOU**

Sales Cloud **YOU**

Service Cloud **YOU**

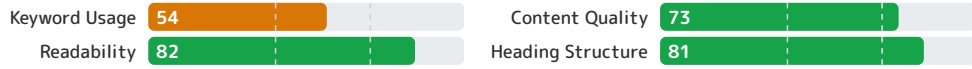
Marketing Cloud **YOU**

Commerce Cloud **YOU**

Core Cloud Products **YOU**



Mixed content results. Readability (82) is strongest, while Keyword Usage (54) needs the most attention.



● **Keyword Usage**

54

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
20	Keyword Density (15%)	0.3 %
70	Heading Keyword Count (10%)	3 headings

## ● Content Quality

73

Comprehensive content (1749 words) with good topic coverage and data points

- Include expert quotes to add authority and diverse perspectives

95	Word Count (17%)	1,749 words
76	Heading Count (6%)	26 headings
70	Unique H2 Topics (15%)	7 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%)	19.8 words
95	Sentence Count (12%)	88 sentences
95	Passive Voice Percentage (22%)	8 %
95	Average Paragraph Length (11%)	3.5 sentences

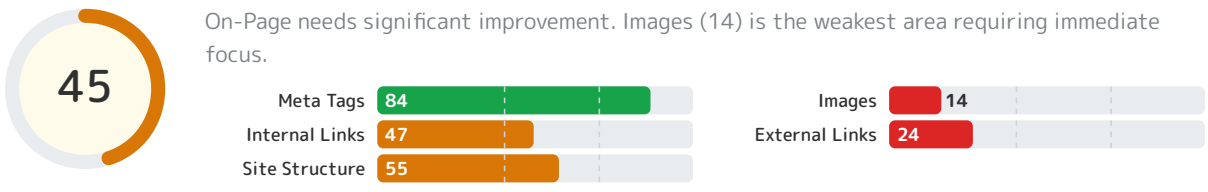
## ● Heading Structure

81

Heading structure needs work: minor improvements needed

100	H1 Count (26%)	1 found
71	H2 Count (12%)	7 found
74	H3 Count (9%)	18 found
76	Total Headings (9%)	26 headings
100	Hierarchy Valid (18%)	Yes
20	Headings Per 500 Words (14%)	7.4 per 500 words
100	Has Subheadings (12%)	Yes

On-Page needs significant improvement. Images (14) is the weakest area requiring immediate focus.



Meta Tags	84	Images	14
Internal Links	47	External Links	24
Site Structure	55		

### ● 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 14

Only 25% of images have alt text - significant gap

- 159 of 211 images missing alt text - add descriptive alt attributes
- Include the target keyword naturally in at least one image alt attribute

20	Total Images (10%)	211 images
19	Images With Alt Text (10%)	52 images
12	Alt Text Coverage (30%)	24.6 %
0	Images With Keyword Alt (20%)	0 images
20	Images Per 1,000 Words (20%)	120.6 per 1K words
20	Missing Alt Count (10%)	159 images

## ● Internal Links

47

52 contextual internal links found

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

100	Total Internal Links (12%)	470 links
20	Contextual Link Count (35%)	52 links
95	Anchor Text Variety (20%)	80.8 %
0	Keyword Relevant Anchors (22%)	0 links
82	Unique Anchor Count (11%)	42 unique

## ● External Links

24

47 external links found

- 47 external links is excessive - reduce to 15 or fewer

20	Total External Links (80%)	47 links
40	Unique Anchor Count (20%)	1 unique

## ● Site Structure

55

URL has 1 structural issue(s) to address

- 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%)	46 chars
95	Path Depth (15%)	2 levels
0	Keyword In URL (21%)	No
60	Issue Count (15%)	1 issues
100	Sitemap Found (13%)	Yes
20	Page In Sitemap (21%)	No



Mixed technical results. Technical SEO (61) is strongest, while Accessibility (50) needs the most attention.



● **Technical SEO**

61

Technical SEO partially assessed - automated audit data not available

100	Uses HTTPS (22%)	Yes
50	SEO Audit Score (27%)	-
50	Crawlable (20%)	-
50	Canonical Audit (16%)	-
50	Robots Audit (15%)	-

● **Accessibility**

50

Accessibility data not available - automated testing could not be completed

- Run an accessibility audit to identify issues

0	Data Available	No
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● **Best Practices**

50

Best practices data not available

- Run an automated audit to check best practices



Mixed performance results. Core Web Vitals (50) is strongest, while Core Web Vitals (50) needs the most attention.



● **Core Web Vitals**

50

Performance data not available - automated testing could not be completed

- Run a performance audit to get speed metrics

● **Page Speed**

50

Page speed data not available

- Run a performance audit to get speed metrics



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: **210/mo** Difficulty: **13**

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

People Also Ask **4**

- What is Salesforce's biggest product?
- Is Salesforce a CRM or SAP?
- What are the 4 pillars of Salesforce?
- What are some Salesforce tools?



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

Results scanned: **65** Unique domains in top 10: **6**

Organic keywords: You: **52,792** Top 10 avg: **3,934,829**  
 Organic traffic: You: **999,066** Top 10 avg: **58,607,140**

#	Page	Domain	Keywords	Traffic
1	Ai Overview			
2	Complete Salesforce Products & Software Suite <span>You</span> <a href="https://www.salesforce.com/uk/products/">https://www.salesforce.com/uk/products/</a>	www.salesforce.com	52,792	999,066
3	Images			
4	People Also Ask			
5	The Ultimate Guide to Every Salesforce Product With ... <a href="https://www.salesforceben.com/salesforce-products/">https://www.salesforceben.com/salesforce-products/</a>	www.salesforceben.com	2,307	15,217
6	All Salesforce Products in 2025 - The Complete Guide <a href="https://cyntaxa.com/blog/salesforce-products/">https://cyntaxa.com/blog/salesforce-products/</a>	cyntaxa.com	715	587
7	See Pricing Plans for All Salesforce Products <a href="https://www.salesforce.com/uk/pricing/">https://www.salesforce.com/uk/pricing/</a>	www.salesforce.com	52,792	999,066
8	Salesforce products at a glance <a href="https://www.salesfive.com/en/insights/salesforce-products-overview/">https://www.salesfive.com/en/insights/salesforce-products-overview/</a>	www.salesfive.com	194	1,032
9	Salesforce UK: The #1 AI CRM   Salesforce UK <span>You</span> <a href="https://www.salesforce.com/uk/">https://www.salesforce.com/uk/</a>	www.salesforce.com	52,792	999,066
10	Every Salesforce Product in 17 Minutes (2025) <a href="https://www.youtube.com/watch?v=aJca_61zM6A">https://www.youtube.com/watch?v=aJca_61zM6A</a>	www.youtube.com	27,382,213	407,235,947

## Action Plan

All recommendations from this analysis, grouped by section.

### AI Search Readiness

- Add FAQPage schema - this is the biggest driver of AI Overview citations
- 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
- Add specific facts, numbers, and data points - AI systems extract concrete statements, not vague claims
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- Add a published date in meta tags or structured data - AI systems deprioritise undated content
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- Add more references to authoritative sources (aim for 3+)
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- Some originality signals found - strengthen with methodology details, specific findings, or case studies

### AI Search Opportunity

- Add missing industry-specific Salesforce products - Create dedicated sections for Financial Services Cloud and email-related products that AI engines specifically mention but are missing from your content. This directly addresses the 2 missing topics and will improve citation chances.
- Implement FAQ schema with pricing and product details - Add structured FAQ schema covering common questions about Salesforce product pricing, comparisons, and use cases that AI engines frequently reference. Your current FAQ section lacks proper schema markup (15/100 structured data score).
- Expand AI and platform innovation sections - Add comprehensive coverage of Agentforce capabilities, Einstein AI features, and Data Cloud functionalities with specific use cases and technical details. AI engines provide extensive detail on these that your current content lacks depth on.
- Add detailed product pricing and bundle information - Include specific pricing tiers, contract details, and bundle options (Starter Suite, Pro/Foundation) that AI engines consistently mention. This addresses the low entity richness score (4/100) and improves citation worthiness.
- Optimize images with descriptive alt text and captions - Your images score is critically low at 14/100. Add product screenshots, feature diagrams, and infographics with keyword-rich alt text and detailed captions explaining Salesforce product capabilities.

## 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

- Title is 61 chars - aim for 50-60 chars
- 159 of 211 images missing alt text - add descriptive alt attributes
- Include the target keyword naturally in at least one image alt attribute
- Use the target keyword naturally in at least one internal link anchor text
- 47 external links is excessive - reduce to 15 or fewer
- Include the target keyword in the URL path
- Page is not in sitemap.xml - add it to ensure search engines discover it

## Technical

- Run an accessibility audit to identify issues
- Run an automated audit to check best practices

## Performance

- Run a performance audit to get speed metrics
- Run a performance audit to get speed metrics