

Every AI visibility tool stops at the score. We keep going.

ZwayRank watches how ChatGPT, Gemini and Claude answer the questions your buyers actually ask. Then it fixes your website, writes the missing pages, publishes them, and checks next week whether the answer changed. A crew of twelve AI agents does that work every thirty minutes, in the open, with your approval.

\$500 monthly revenue

5 paying businesses

12 agents running live

0 outside funding so far

Your buyers ask a model first. Most brands are not in the answer, and never find out.

Somebody types "who is the best consultant for a seed stage startup" into ChatGPT. Three names come back. If yours is not one of them, nothing tells you. There is no ranking page to check, no click in your traffic report, no email. You just quietly do not exist in the room where the decision was made.

01

You cannot see it

Search gave you a rank you could look up. An AI answer gives you nothing. The loss is invisible.

02

The new tools only measure

A dozen products appeared to score your AI visibility. They hand you a number and stop. The number sits there, and so do you.

03

The fix is slow and expensive

Someone has to write the page, fix the site, earn the link. An agency charges \$2,500 a month and takes weeks per page.

We felt this ourselves. Our own first scan showed 25%. On the questions that did not name us, the real number was zero.

Two things changed in the last eighteen months.

The demand

People stopped clicking and started asking

Traffic sent by ChatGPT grew 206% in a year, and ChatGPT alone is about 87% of all traffic sent by AI assistants. Being named in an answer is becoming the front door.

The supply

Models got good enough to do the work

Measuring was always possible. Writing a page worth publishing, fixing markup, reading a site and deciding what to do next: that became reliable recently. We built on the second half.

206%

growth in traffic sent by ChatGPT, year on year

\$1.09B

size of the AI visibility market in 2026

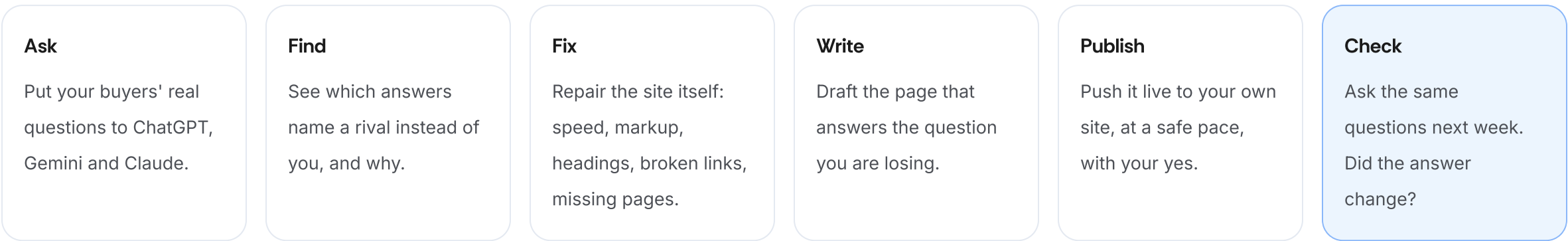
\$32.9B

forecast for 2036, growing about 40% a year

Sources: SE Ranking and Search Engine Land on referral traffic, 2026. Market Decipher, generative engine optimisation market, 2026.

One loop, running every thirty minutes.

This is the whole product in six words. Nothing in the loop waits for a person, except the parts you asked to approve.



Twelve agents share that loop: a planner, a writer, a technical fixer, an auditor, a debugger, a social desk and a manager who reports to you.

Everyone else sells the mirror. We sell the hands.

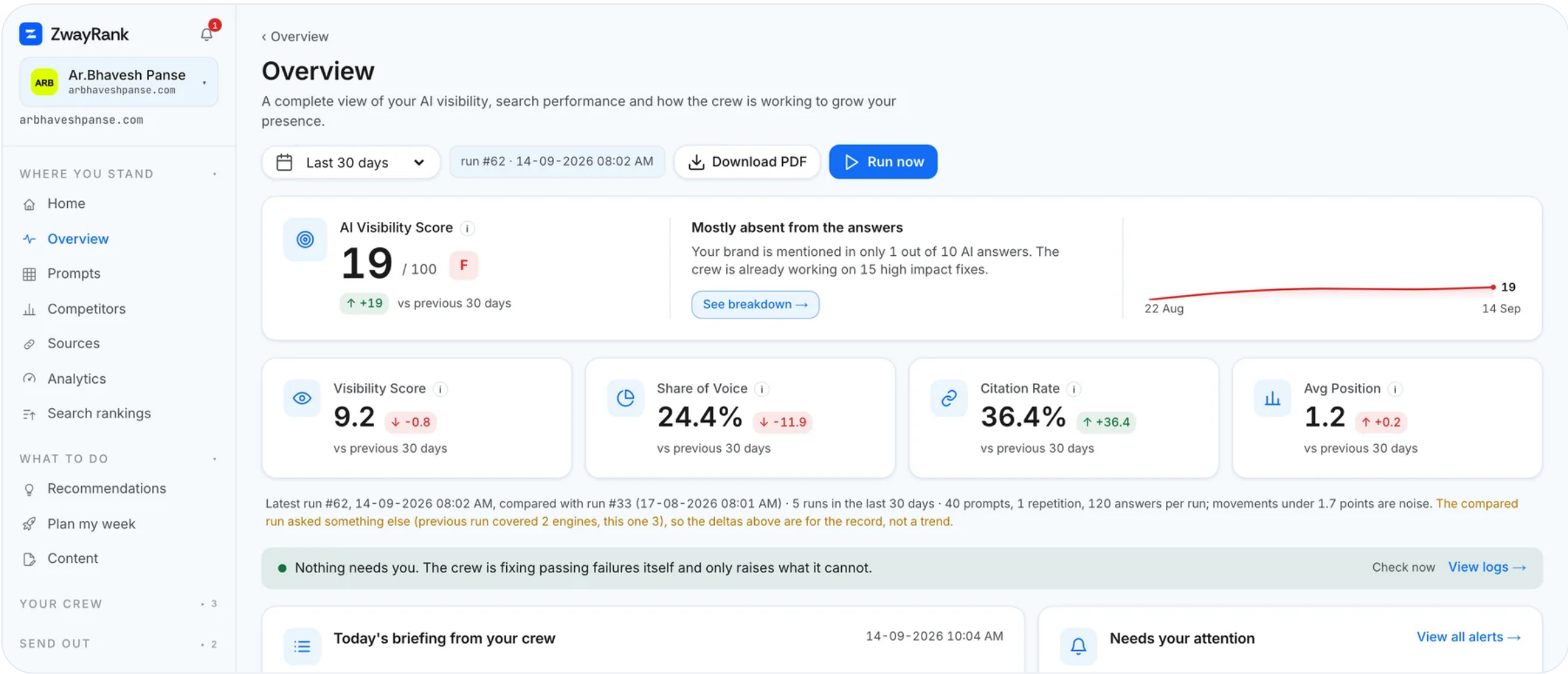
This is the only slide that matters. Every competitor can tell you that you are losing. Not one of them goes and does something about it.

The job	AI visibility trackers	ZwayRank
Show where you are missing	Yes	Yes
Fix the technical parts of your site	No	Yes
Fix the page itself: titles, headings, answers	No	Yes
Write the page you do not have yet	No	Yes
Publish it to your website	No	Yes
Work the off site part: links and mentions	No	Yes
Ask again next week and show the movement	No	Yes

A score with no hands attached is a chart, not a product.

First it tells you the truth, in one screen.

This is a live brand in the product today. One score, four numbers, and a plain sentence that says what the score means. The red line is the trend. The green bar says whether anything needs a human right now.



Honest by design: this brand scores 19 out of 100. The product's job is to make that number move, not to flatter it.

Then it works a ladder, on its own, until the answer changes.

Click any topic you are losing and the crew shows its plan:
answer the losing questions, strengthen the pages already live,
get onto the pages the engines quote, publish the comparison,
join the conversations, refresh the oldest page.

Each step has a state. Delivered. Next. In flight. Waiting on you.
The crew advances the ladder every pass without being asked,
and the blue button queues the rest for free.

This is the part no tracker has.



Topic: Hiring Decision

The questions inside, what the engines answered, who they named instead, what they cited, and the plan the crew is working through.

Open in Topics →

Close

You are named in 1% of the 179 answers in this topic.

Act on the 4 uncovered questions (free)

6 live · 5 written, waiting to go live (paced by your daily cap) · 4 untouched - the next weekly scan re-asks these questions after pages go live; movement shows below.
this topic across scans: 0% → 0% → 0% → 2.2% → 0% → **0%** no movement yet (pages not live yet)

THE PLAN FOR THIS TOPIC absent · named in 0.6%

Push the next step now: Strengthen what is live

ZwayBot advances this ladder on its own every pass until the engines name you here

1. Answer the losing questions delivered

one page per buyer question the engines answer without naming you
done · Strengthen Hiring Decision pages to get named in the 15 absent questions
done · Answer: best growth marketing consultant in san francisco for a seed funded startup
done · Answer: for a pre-revenue startup does it make more sense to hire a growth consultant part time or

2. Strengthen what is live next

direct answer blocks, FAQ markup and a comparison table on the pages already published

3. Get onto the pages the engines read in flight

outreach to the sources the engines cite on this topic
waiting on you · Get cited on vertexaisearch.cloud.google.com for Hiring Decision
waiting on you · Get cited on growthpair.com for Hiring Decision
waiting on you · Get cited on pierforstartups.com for Hiring Decision

4. Publish the comparison later

a page that compares you with the name the engines reach for

5. Join the conversations later

answer the threads where buyers ask about this topic

6. Refresh and expand later

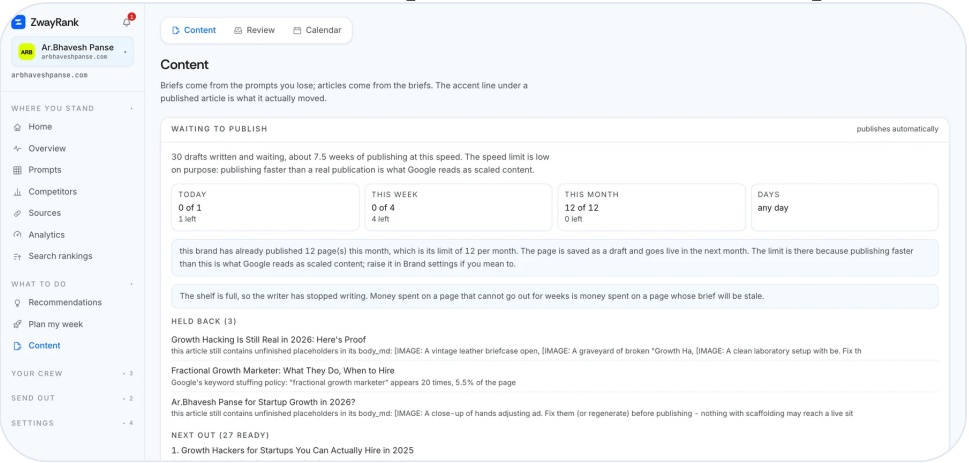
rewrite the oldest page with what the engines now cite

Last moved 07-09-2026 11:03 AM · Get onto the pages the engines read: outreach cards, each with the page and the pitch

PROGRESS ON THIS TOPIC

nothing in flight · 3 delivered

It writes and publishes to your real website, at a safe speed.



Thirty finished drafts are waiting here. The product will not publish them all: twelve a month is the limit, because publishing faster than a real publication is what search engines read as spam.

It also holds pages back itself. One is held because an image placeholder was never filled. Another because a phrase repeats too often. The product refuses to damage the customer's site to hit a number.

It publishes into [WordPress](#), [Framer](#), [Webflow](#), [Shopify](#) or straight into a [code repository](#).

Twelve agents, one office you can watch.

Customers do not buy an API. They buy a team. So the team is visible: who is working, on what, right now, with every action in a record that has a time and a reason against it.

Ar.Bhavesh Panse

arbhaveshpanse.com

arbhaveshpanse.com

WHERE YOU STAND

Home

Overview

Prompts

Competitors

Sources

Analytics

Search rankings

WHAT TO DO

HQ

Crew is running

Last updated 16-09-2026 12:47 PM

Push the team

Do a pass now

A live pixel office that shows what your AI crew is working on right now. Every task, every state, in real time.

12

AI Agents

9 active

66

Tasks today

+20% vs yesterday

3 days

Streak

best 9

14,405

Total points

100%

Tasks auto completed

+0%

Office

Tasks

Messages

Activity Log

Performance

Settings

Management

ZwayBot

ZwayBot

Operations

Ledger

Ledger

Quality

Probe

Probe

Lounge

Onyx Jay

Onyx Jay

ZwayRank

Make your brand findable everywhere

12 agents

1 mission

Who does what

View all

ZwayBot

manager

runs the tick, assigns work, talks to the owner

Scout

planner intern

research passes and the Brain's strategy reads

Quill

writer intern

12

agents, 9 working right now

66

tasks finished today

100%

of those finished without a human

30 min

between passes, all day, every day

Five businesses pay us. Every one of them upgraded.

We opened it quietly. Every customer bought the one time plan first, used it, and then added the monthly crew. Five out of five. That is the number we watch.

\$500 monthly recurring revenue	5 paying businesses	100% moved from one time to monthly	0 churned so far
Running in production	4 brands under continuous watch, 125 buyer questions tracked, 2,078 answers read and scored in the last thirty days.		
Work delivered	Pages written, published and re-checked; site faults found and repaired; backlinks scored; social posts drafted. All of it visible in the record.		
Built without funding	One founder, fourteen months, no sales team, no paid acquisition yet.		

Cheap to start, and the model bill is not ours.

Free

One brand

Seven days, first scan on us.
No card.

\$50 once

Two brands, for life

The door. Every paying customer came through it.

\$100 a month

The crew

The twelve agents, working your site all day. This is the revenue line.

\$29 a month

Each extra brand

Agencies and studios stack these.

Why the margin holds	Customers connect their own model keys, so the biggest variable cost sits with them and is visible to them. What we pay for is hosting and data, which is small and flat per customer.
Why the price is low on purpose	\$100 a month is an amount a founder approves without a meeting. The product we replace costs \$2,500 a month and answers email once a week.

A new market on top of an old budget.

Top down

The new line

Getting named by AI assistants is forecast to grow from about \$1.09 billion in 2026 to \$32.9 billion in 2036, roughly 40% a year. Nobody owns it yet.

Bottom up

The budget it comes from

A small business pays an agency \$1,500 to \$10,000 a month, or pays \$99 to \$599 a month for software that only measures. We ask \$100 and do the work.

1,000

customers on the crew plan is \$1.2M a year

10,000

customers is \$12M a year, before extra brands

\$100

our price against \$2,500 for the human version

Sources: Market Decipher 2026 for market size. Published 2026 pricing guides for agency and software costs.

The trackers cannot become us without becoming an agency.

Trackers

Peec, Profound, Otterly and the rest

Good dashboards. They report where you are named. To do what we do they would have to write, publish and repair customer websites, which is a different company.

Big suites

Semrush, Ahrefs and similar

Enormous data, a bolted on AI panel, and a workflow that still ends with a person doing the task. They sell to teams that already have staff. We sell to founders who do not.

Agencies

People doing it by hand

They do the work, slowly, at twenty five times the price, and they cannot watch every engine every thirty minutes.

What is hard to copy

Not the scoring. The doing: publishing safely into somebody else's live website, refusing to publish when the page would hurt them, repairing its own failures, and keeping a record honest enough to show a customer.

What compounds

Every pass writes to a shared memory the crew reads before it decides. The longer a brand runs, the better the next decision. That history does not transfer to a competitor.

The product is the salesman.

01

Free brand, free first scan

The scan shows a real gap in sixty seconds. That screen sells the rest.

02

We run it on ourselves

Our own website is written and published by the crew. Every page we rank for is a demo.

03

Agencies stack brands

\$29 a brand makes us a margin line for a small agency, not a cost.

04

Priced under the meeting

At \$100 a month nobody convenes a committee. They just try it.

Next two quarters

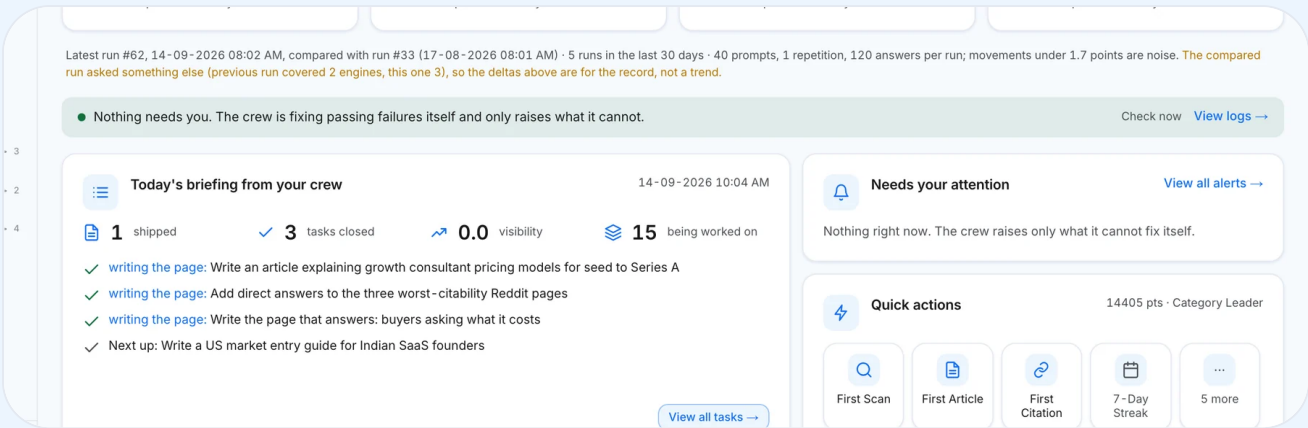
Open sign up, a public plan for agencies, the shared work record as a weekly email, and the first paid experiments once a paying customer costs less than three months of revenue to win.

One founder, fourteen months, a product that already runs itself.

Ar.Bhavesh Panse, founder, Zway Studios. Designed and built ZwayRank end to end: the crew, the publishing plumbing into five website platforms, the engine tracking, the billing, the security work.

It was built to run four of his own brands first. Everything in this deck is the product doing that job in public, not a prototype behind a login.

Hiring first with this round: two engineers and one person who talks to customers all day.



Raising \$400,000 to turn a working product into a company.

The product works and people pay for it. What is missing is hands: nobody is selling, nobody is onboarding, and one person cannot ship and support at the same time.

45%

Two engineers

More website platforms, the agency plan, and the reliability work that a paying base demands.

30%

Getting customers

One person on demos and onboarding, plus the first paid experiments.

25%

Running costs

Hosting, data providers, security review, and the free scans we give away.

18 months

of runway at the planned spend

1,000

paying businesses is the target in that window

\$1.2M

yearly revenue at that point

Talk to us: hello@zwayrank.com · [download this deck](#) · [try the product](#)

Appendix: what already works today.

Nothing on this slide is planned. All of it is running in production for four brands right now.

Watching

Three answer engines asked repeatedly, share of voice against named rivals, per engine scores, the sites the answers quote, and real Google rankings on the same questions.

Fixing

Site speed, markup, headings, internal links, broken pages, missing pages, thin pages, and a repair crew that closes its own failures before asking a human.

Publishing

Briefs from the questions you lose, drafts written to a house style, images, and publishing into WordPress, Framr, Webflow, Shopify or a code repository with your approval.

Off site

Backlinks from three separate indexes merged into one list, each link scored for how much it is worth, plus outreach targets taken from the pages the engines already quote.

Reporting

A daily briefing, a weekly email, a downloadable report, an API, and a work record with a timestamp on every action.

Safety

Speed limits so a site is never flooded, approval gates, a full audit trail, per member access by brand, and a daily automated check that customer data is not reachable by anyone else.

Appendix: what could go wrong, and what we do about it.

The engines change	An assistant could stop linking out, or start selling placement. We track three engines and real search at once, and the work we do, better pages and a healthier site, keeps its value in either world.
A big suite copies it	Likely, and slowly. Publishing into a customer's live site is the risky part nobody wants to own. Our head start is in the safety rules, not the scoring.
Quality at scale	Publishing to somebody else's site is the thing that can hurt them. The product already refuses to publish unfinished or repetitive pages, and holds a monthly limit. We will keep the limits low.
One founder	The most real risk on this page, and the first thing this round fixes.
Honest about the numbers	Five customers and \$500 a month is early. Nothing in this deck is annualised or projected except the slide that says it is.