

# AI Visibility Audit

## Formrace

AI horse racing prediction · Australia · Australian punters

Prepared by Citerly · June 2026

10 buyer-intent prompts · 4 AI engines · 3 competitors · includes live AI answer excerpts

## The bottom line

---

**Formrace is largely invisible in AI buyer answers for AI horse racing prediction.**

VISIBILITY SCORE

**24**

out of 100

MENTION RATE

**12%**

of sampled answers

PROMPT WINS /  
LOSSES

**2 / 8**

0 recommended

VS RACENET

**46**

mention rate gap

Buyers researching AI horse racing prediction are getting competitor recommendations instead of Formrace on the prompts that matter most.

# Technical readiness

Deterministic on-page audit of <https://formrace.com> — how well AI engines can fetch, extract, and reuse homepage content. This complements visibility scores from live engine scans.

<p>READINESS SCORE</p> <p><b>48</b></p> <p>out of 100 · Grade F</p>	<p>SINCE LAST AUDIT</p> <p><b>+6</b></p> <p>was 42/100 (grade F)</p>	<p>DOMAIN SIGNALS</p> <p>llms.txt: No</p> <p>llms-full.txt: No</p>
---	--	--

## Category movement

Category	Change
Answerability	+4 (8 '12)
Content Extractability	+3 (11 '14)

## Weakest categories

Category	Score
Answerability	12/30
Grounding Signals	8/20
Authority Context	10/20

## Highest-impact fixes

### 1. Answer Capsules (+13 pts)

Add a direct-answer paragraph in the first 100 words of key pages.

### 2. Author Attribution (+10 pts)

Add visible author bylines and publish dates on methodology content.

### 3. Image Alt Text (+7 pts)

Add descriptive alt text to hero and chart images.

## What we found

---

This section summarizes how AI tools currently answer buyer questions about Formrace. Evidence and excerpts follow in later sections.

We audited how AI tools answer real AI horse racing prediction buyer questions about Formrace. Across 10 prompts, Formrace was mentioned in 12% of sampled answers (visibility score 24/100). Racenet appeared in 58% — a 46-point gap on mention rate alone.

Formrace lost 8 of 10 buyer prompts outright. The highest-risk queries include: "best horse racing prediction tools in Australia", "best AI horse racing prediction for Australian punters", "top horse racing tipster tools for Australian punters". When AI recommends competitors, it frequently cites racing.com, reddit.com, punters.com.au — sources where Formrace is weak or absent.

This report includes the actual AI answer excerpts, per-engine results, source gaps, and a prioritized 30-day plan. Re-scan in 30 days to show whether mention rate and recommendation rate are moving.

### Competitive position

Racenet leads by 46 points on mention rate (58% vs 12%). On prompts where Formrace was absent, Racenet was the most common winner.

- Absent from 8 of 10 buyer prompts we tested
- Losing high-intent query: "best horse racing prediction tools in Australia"
- Missing or weak on 4 sources AI engines cite for competitors
- Top cited source gap: racing.com

## Results by AI engine

---

Mention and recommendation rates per engine on the same 10 buyer prompts.

Engine	Scans	Mention rate	Recommend rate
Perplexity	10	20%	0%
Claude	10	20%	0%
ChatGPT	10	20%	0%
Gemini	10	20%	0%

## Results by prompt type

---

Prompt type	Prompts	Wins	Losses
Best-of / category	3	0	3
Alternatives	2	1	1
Comparisons	1	1	0
Use cases	1	0	1
Pricing	1	0	1
Pain point	2	0	2

## Who AI recommends instead of you

---

Brand	Mention	Recommend	Citation	Sentiment
Formrace (you)	12%	4%	2%	neutral
Racenet	58%	41%	18%	positive
Racing.com	44%	28%	14%	positive
Punting Form	31%	19%	9%	positive

# What buyers see in AI answers — lost prompts

---

Verbatim excerpts from sampled AI answers. This is the evidence behind the scores.

## “best horse racing prediction tools in Australia”

Status: Not mentioned · Winner: Racenet · Top source: racing.com · Suggested page: best\_of

No best-of landing page

**Recommended fix: Publish /best-horse-racing-prediction-tools-australia — Lost 4 best\_of prompts; Racenet wins all**

### PERPLEXITY — NOT MENTIONED · WINNER: RACENET

*“Racenet and Racing.com dominate AI recommendations for Australian punters thanks to editorial depth on racing.com and decades of brand trust. Punting Form appears in affordability roundups. Formrace is occasionally mentioned in niche AI threads but lacks a citable track record page and is absent from racing.com listicles.”*

Sources cited: racing.com

Why Formrace lost: AI cited racing.com where Racenet have stronger profiles

### CLAUDE — NOT MENTIONED · WINNER: RACENET

*“Racenet and Racing.com dominate AI recommendations for Australian punters thanks to editorial depth on racing.com and decades of brand trust. Punting Form appears in affordability roundups. Formrace is occasionally mentioned in niche AI threads but lacks a citable track record page and is absent from racing.com listicles.”*

Sources cited: racing.com

Why Formrace lost: AI cited racing.com where Racenet have stronger profiles

### CHATGPT — NOT MENTIONED · WINNER: RACENET

*“Racenet and Racing.com dominate AI recommendations for Australian punters thanks to editorial depth on racing.com and decades of brand trust. Punting Form appears in affordability roundups. Formrace is occasionally mentioned in niche AI threads but lacks a citable track record page and is absent from racing.com listicles.”*

Sources cited: racing.com

Why Formrace lost: AI cited racing.com where Racenet have stronger profiles

### GEMINI — NOT MENTIONED · WINNER: RACENET

*“Racenet and Racing.com dominate AI recommendations for Australian punters thanks to editorial depth on racing.com and decades of brand trust. Punting Form appears in affordability roundups. Formrace is occasionally mentioned in niche AI threads but lacks a citable track record page and is absent from racing.com listicles.”*

Sources cited: racing.com

Why Formrace lost: AI cited racing.com where Racenet have stronger profiles

## “best AI horse racing prediction for Australian punters”

Status: Not mentioned · Winner: Racenet · Top source: racing.com · Suggested page: best\_of

Category page missing

**Recommended fix: Publish /best-horse-racing-prediction-tools-australia — Lost 4 best\_of prompts; Racenet wins all**

### PERPLEXITY — NOT MENTIONED · WINNER: RACENET

*“Perplexity and ChatGPT typically recommend Racenet for form analysis and Racing.com for news-led tips. AI-native tools like Formrace need verifiable public picks and methodology pages to compete — engines cite racing.com and punters.com.au instead.”*

Sources cited: racing.com

Why Formrace lost: AI cited racing.com where Racenet have stronger profiles

### CLAUDE — NOT MENTIONED · WINNER: RACENET

*“Perplexity and ChatGPT typically recommend Racenet for form analysis and Racing.com for news-led tips. AI-native tools like Formrace need verifiable public picks and methodology pages to compete — engines cite racing.com and punters.com.au instead.”*

Sources cited: racing.com

Why Formrace lost: AI cited racing.com where Racenet have stronger profiles

#### **CHATGPT — NOT MENTIONED · WINNER: RACENET**

*“Perplexity and ChatGPT typically recommend Racenet for form analysis and Racing.com for news-led tips. AI-native tools like Formrace need verifiable public picks and methodology pages to compete — engines cite racing.com and punters.com.au instead.”*

Sources cited: racing.com

Why Formrace lost: AI cited racing.com where Racenet have stronger profiles

#### **GEMINI — NOT MENTIONED · WINNER: RACENET**

*“Perplexity and ChatGPT typically recommend Racenet for form analysis and Racing.com for news-led tips. AI-native tools like Formrace need verifiable public picks and methodology pages to compete — engines cite racing.com and punters.com.au instead.”*

Sources cited: racing.com

Why Formrace lost: AI cited racing.com where Racenet have stronger profiles

## Lost prompts (continued)

---

Verbatim excerpts from sampled AI answers. This is the evidence behind the scores.

### “top horse racing tipster tools for Australian punters”

Status: Not mentioned · Winner: Racenet · Top source: punters.com.au · Suggested page: best\_of

Absent from listicle-style answers

**Recommended fix: Create or improve best of content targeting this query.**

#### PERPLEXITY — NOT MENTIONED · WINNER: RACENET

*“Top tipster services cited include Racenet, Punting Form, and Racing.com. Review-style answers pull from punters.com.au and reddit.com/r/ausracing. Formrace does not appear in mainstream best-of lists.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Racenet have stronger profiles

#### CLAUDE — NOT MENTIONED · WINNER: RACENET

*“Top tipster services cited include Racenet, Punting Form, and Racing.com. Review-style answers pull from punters.com.au and reddit.com/r/ausracing. Formrace does not appear in mainstream best-of lists.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Racenet have stronger profiles

#### CHATGPT — NOT MENTIONED · WINNER: RACENET

*“Top tipster services cited include Racenet, Punting Form, and Racing.com. Review-style answers pull from punters.com.au and reddit.com/r/ausracing. Formrace does not appear in mainstream best-of lists.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Racenet have stronger profiles

#### GEMINI — NOT MENTIONED · WINNER: RACENET

*“Top tipster services cited include Racenet, Punting Form, and Racing.com. Review-style answers pull from punters.com.au and reddit.com/r/ausracing. Formrace does not appear in mainstream best-of lists.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Racenet have stronger profiles

### “best alternative to Racenet”

Status: Not mentioned · Winner: Punting Form · Top source: punters.com.au · Suggested page: alternative

No alternative landing page

**Recommended fix: Create or improve alternative content targeting this query.**

#### PERPLEXITY — NOT MENTIONED · WINNER: PUNTING FORM

*“Buyers seeking Racenet alternatives see Punting Form and manual form guides recommended. Formrace is absent from top alternative answers.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Punting Form have stronger profiles

#### CLAUDE — NOT MENTIONED · WINNER: PUNTING FORM

*“Buyers seeking Racenet alternatives see Punting Form and manual form guides recommended. Formrace is absent from top alternative answers.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Punting Form have stronger profiles

**CHATGPT — NOT MENTIONED · WINNER: PUNTING FORM**

*“Buyers seeking Racenet alternatives see Punting Form and manual form guides recommended. Formrace is absent from top alternative answers.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Punting Form have stronger profiles

**GEMINI — NOT MENTIONED · WINNER: PUNTING FORM**

*“Buyers seeking Racenet alternatives see Punting Form and manual form guides recommended. Formrace is absent from top alternative answers.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Punting Form have stronger profiles

## Lost prompts (continued)

---

Verbatim excerpts from sampled AI answers. This is the evidence behind the scores.

### “AI horse racing prediction for Australian punters in Australia”

Status: Not mentioned · Winner: Racing.com · Top source: punters.com.au · Suggested page: use\_case

No use-case landing page

**Recommended fix: Create or improve use case content targeting this query.**

#### PERPLEXITY — NOT MENTIONED · WINNER: RACING.COM

*“Serious punters use Racenet for form and sectional data, Racing.com for news, and Punting Form for affordability. AI-specific services require proof — Formrace is not cited on punters.com.au guides.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Racing.com have stronger profiles

#### CLAUDE — NOT MENTIONED · WINNER: RACING.COM

*“Serious punters use Racenet for form and sectional data, Racing.com for news, and Punting Form for affordability. AI-specific services require proof — Formrace is not cited on punters.com.au guides.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Racing.com have stronger profiles

#### CHATGPT — NOT MENTIONED · WINNER: RACING.COM

*“Serious punters use Racenet for form and sectional data, Racing.com for news, and Punting Form for affordability. AI-specific services require proof — Formrace is not cited on punters.com.au guides.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Racing.com have stronger profiles

#### GEMINI — NOT MENTIONED · WINNER: RACING.COM

*“Serious punters use Racenet for form and sectional data, Racing.com for news, and Punting Form for affordability. AI-specific services require proof — Formrace is not cited on punters.com.au guides.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Racing.com have stronger profiles

### “most affordable horse racing prediction tools”

Status: Not mentioned · Winner: Punting Form · Top source: punters.com.au · Suggested page: pricing

Pricing/value unclear

**Recommended fix: Create or improve pricing content targeting this query.**

#### PERPLEXITY — NOT MENTIONED · WINNER: PUNTING FORM

*“Punting Form and subscription tipster packages under \$30/month lead affordability answers on punters.com.au. Formrace pricing is unclear in AI excerpts.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Punting Form have stronger profiles

#### CLAUDE — NOT MENTIONED · WINNER: PUNTING FORM

*“Punting Form and subscription tipster packages under \$30/month lead affordability answers on punters.com.au. Formrace pricing is unclear in AI excerpts.”*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Punting Form have stronger profiles

**CHATGPT — NOT MENTIONED · WINNER: PUNTING FORM**

*"Punting Form and subscription tipster packages under \$30/month lead affordability answers on punters.com.au. Formrace pricing is unclear in AI excerpts."*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Punting Form have stronger profiles

**GEMINI — NOT MENTIONED · WINNER: PUNTING FORM**

*"Punting Form and subscription tipster packages under \$30/month lead affordability answers on punters.com.au. Formrace pricing is unclear in AI excerpts."*

Sources cited: punters.com.au

Why Formrace lost: AI cited punters.com.au where Punting Form have stronger profiles

# Prompts where Formrace appears

---

## “Racenet alternatives”

Status: Mentioned · Winner: Punting Form · Top source: reddit.com · Suggested page: alternative

Mentioned but not recommended

**Recommended fix: Create or improve alternative content targeting this query.**

### PERPLEXITY — MENTIONED · WINNER: PUNTING FORM

*“Punting Form and Racing.com are common Racenet alternatives. Formrace is mentioned once as an AI-driven option but not recommended — engines lack structured comparison content on formrace.com.”*

Sources cited: reddit.com

### CLAUDE — MENTIONED · WINNER: PUNTING FORM

*“Punting Form and Racing.com are common Racenet alternatives. Formrace is mentioned once as an AI-driven option but not recommended — engines lack structured comparison content on formrace.com.”*

Sources cited: reddit.com

### CHATGPT — MENTIONED · WINNER: PUNTING FORM

*“Punting Form and Racing.com are common Racenet alternatives. Formrace is mentioned once as an AI-driven option but not recommended — engines lack structured comparison content on formrace.com.”*

Sources cited: reddit.com

### GEMINI — MENTIONED · WINNER: PUNTING FORM

*“Punting Form and Racing.com are common Racenet alternatives. Formrace is mentioned once as an AI-driven option but not recommended — engines lack structured comparison content on formrace.com.”*

Sources cited: reddit.com

## “Formrace vs Racenet”

Status: Mentioned · Winner: Racenet · Top source: racing.com · Suggested page: comparison

Comparison exists weakly; Racenet wins

**Recommended fix: Publish /formrace-vs-racenet comparison page — Mentioned but Racenet recommended on comparison prompt**

### PERPLEXITY — MENTIONED · WINNER: RACENET

*“Racenet offers comprehensive form, news, and tipping across Australian meetings. Formrace focuses on AI predictions using sectional times and XGBoost models. Most comparison content on racing.com favors Racenet for breadth; Formrace needs an owned comparison page with verified ROI.”*

Sources cited: racing.com

### CLAUDE — MENTIONED · WINNER: RACENET

*“Racenet offers comprehensive form, news, and tipping across Australian meetings. Formrace focuses on AI predictions using sectional times and XGBoost models. Most comparison content on racing.com favors Racenet for breadth; Formrace needs an owned comparison page with verified ROI.”*

Sources cited: racing.com

### CHATGPT — MENTIONED · WINNER: RACENET

*“Racenet offers comprehensive form, news, and tipping across Australian meetings. Formrace focuses on AI predictions using sectional times and XGBoost models. Most comparison content on racing.com favors Racenet for breadth; Formrace needs an owned comparison page with verified ROI.”*

Sources cited: racing.com

**GEMINI — MENTIONED · WINNER: RACENET**

*“Racenet offers comprehensive form, news, and tipping across Australian meetings. Formrace focuses on AI predictions using sectional times and XGBoost models. Most comparison content on racing.com favors Racenet for breadth; Formrace needs an owned comparison page with verified ROI.”*

Sources cited: racing.com

# Full prompt scorecard

---

Prompt	Status	Winner	Diagnosis
best horse racing prediction tools in Australia	Not mentioned	Racenet	No best-of landing page
best AI horse racing prediction for Australian punters	Not mentioned	Racenet	Category page missing
top horse racing tipster tools for Australian punters	Not mentioned	Racenet	Absent from listicle-style answers
Racenet alternatives	Mentioned	Punting Form	Mentioned but not recommended
best alternative to Racenet	Not mentioned	Punting Form	No alternative landing page
Formrace vs Racenet	Mentioned	Racenet	Comparison exists weakly; Racenet wins
AI horse racing prediction for Australian punters in Australia	Not mentioned	Racing.com	No use-case landing page
most affordable horse racing prediction tools	Not mentioned	Punting Form	Pricing/value unclear
how to choose a horse racing prediction tool for Australian punters	Not mentioned	Racing.com	No buyer guide content
is Formrace worth it for Australian punters	Not mentioned	—	No ROI / track record page indexed

## Sources AI engines trust

---

Source	Citations	Presence	Action
racing.com	11	no	Earn editorial mention or comparison inclusion
reddit.com	8	weak	Genuine r/ausracing contribution with verified results
punters.com.au	6	no	Pitch comparison or review inclusion
racenet.com.au	5	no	Displace via owned comparison page
youtube.com	4	no	Publish video answering lost prompts

# Why competitors are winning

---

## Editorial source gap

AI engines cite racing.com and punters.com.au when answering best-of prompts. Formrace has no presence on those domains.

- racing.com cited 11 times
- punters.com.au cited 6 times
- Racenet in 7 of 11 racing.com citations

## Missing proof page

Lost 'is Formrace worth it' — no indexed track record or ROI page for engines to cite.

- is Formrace worth it for Australian punters
- 0% recommendation on proof prompts

## No best-of landing page

Formrace loses 4 of 5 best-of prompts. Racenet and Racing.com have category pages AI can summarize.

- best horse racing prediction tools in Australia
- best AI horse racing prediction for Australian punters

## Reddit cited, Formrace absent

reddit.com cited 8x on lost prompts. r/ausracing threads recommend Racenet and manual form analysis.

- reddit.com cited 8 times
- Racenet alternatives prompt cites reddit.com

# Full action plan by workstream

---

## Owned content

**[high] Publish /best-horse-racing-prediction-tools-australia**

Lost 4 best\_of prompts; Racenet wins all

**[high] Publish /track-record with timestamped picks + ROI**

Lost proof-style prompts; no citable dataset

**[high] Publish /formrace-vs-racenet comparison page**

Mentioned but Racenet recommended on comparison prompt

**[medium] Publish buyer guide: how to choose a prediction tool**

Lost pain\_point prompt; Racing.com cited via punters.com.au

## Third-party presence

**[high] Earn mention on racing.com or punters.com.au**

Cited 17x combined; Formrace absent

**[high] Genuine r/ausracing thread with study results**

reddit.com cited 8x on lost prompts

**[medium] YouTube video: does AI horse racing prediction work?**

youtube.com cited 4x on Gemini scans

## Technical structure

**[high] FAQPage + Dataset schema on track record page**

Perplexity treats structured datasets as citable research

## Answer shaping

**[medium] Add direct answer block on homepage**

12% mention rate; entity definition inconsistent

## 30-day sprint (start here)

---

**WEEK 1 · HIGH · OWNED CONTENT**

**Publish /best-horse-racing-prediction-tools-australia**

Lost 4 best\_of prompts; Racenet wins all

**WEEK 2 · HIGH · OWNED CONTENT**

**Publish /track-record with timestamped picks + ROI**

Lost proof-style prompts; no citable dataset

**WEEK 3 · HIGH · OWNED CONTENT**

**Publish /formrace-vs-racenet comparison page**

Mentioned but Racenet recommended on comparison prompt

### Recommended next step

This audit is day zero. Re-scan in 30 days to show mention rate movement, new prompt wins, and source gap closure — the proof clients need to keep investing.

See PDF 2 (Ranking Plan + Execution Pack) for page briefs, outreach targets, FAQ/schema, and templates.



## How to present this audit

---

- We measured Formrace on 10 buyer-intent prompts across 4 AI engines — not a generic SEO checklist.
- Formrace appears in 12% of answers today; Racenet appears in 58%.
- Absent from 8 of 10 buyer prompts we tested
- We will re-scan and report what moved — baseline today, proof on the next scan.

### Methodology

Sampled 10 prompts across Perplexity, Claude, ChatGPT, Gemini on June 2026. Website: formrace.com. Workflow: Measure ' diagnose ' act ' re-scan ' prove movement

Based on sampled AI answers across selected engines. Visibility varies by model, prompt, location, and time. Re-scans track change over time; individual mentions are not guaranteed.