

BYBI Beauty

bybi.com



Grade B — Visible but missing key queries

Tested 6 live buyer prompts across ChatGPT + Perplexity



EXECUTIVE SUMMARY

BYBI Beauty scores 61/100 (Grade B) on AI visibility across major AI search platforms. The brand appears for 3 tested query types, but misses 3 high-intent search categories. Top competitor The Ordinary scores 88% visibility rate — ingredient-led content strategy dominates ai.

CATEGORY BREAKDOWN

Buyer Query	Result	ChatGPT	Perplexity
best skincare brands UK	partial		
affordable luxury skincare online	miss	not cited	not cited
BYBI Beauty vs The Ordinary which is better	win		
best serum for glowing skin	miss	not cited	not cited
cruelty-free skincare brands to know	win		
BYBI review honest opinion	win	cited	cited

COMPETITOR COMPARISON

Brand	AI Visibility	Advantage
BYBI Beauty (You)	61/100	
The Ordinary	88%	
REN Clean Skincare	69%	Stronger FAQ schema on category pages
Pai Skincare	58%	

AI VISIBILITY GAPS

No ingredient-level landing pages (Bakuchiol, Vit C, etc.)

HIGH

Unlocks: Ingredient discovery queries

Missing FAQ schema on serum product pages

HIGH

Unlocks: Serum recommendation queries

No comparison content vs The Ordinary

HIGH

Unlocks: Comparison-intent buyers

Limited content targeting "glowing skin" buyer intent

MEDIUM

Unlocks: Glow + brightening queries

No AggregateRating schema on bestsellers

MEDIUM

Unlocks: Review aggregation queries

RECOMMENDED MOVES

1

Build ingredient spotlight pages for Bakuchiol, Vitamin C, Hyaluronic Acid

Est. impact: +15–20 pts

2

Add FAQ schema to all serum product pages

Est. impact: +10–14 pts

3

Publish "BYBI vs The Ordinary" comparison guide

Est. impact: +8–12 pts

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