

Heights

yourheights.com



Grade B — Good visibility, room to grow

Tested 6 live buyer prompts across ChatGPT + Perplexity



EXECUTIVE SUMMARY

Heights scores 71/100 (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 Onnit Alpha BRAIN scores 79% visibility rate — us brand authority + heavyweight content.

CATEGORY BREAKDOWN

Buyer Query	Result	ChatGPT	Perplexity
best supplements brand for athletes	partial		
top nootropic brands recommended by AI	win	cited	cited
Heights vs MyProtein which is better	win		
buy supplements online UK	miss	not cited	not cited
best focus supplement 2025	win		
Heights review is it worth it	win	cited	cited

COMPETITOR COMPARISON

Brand	AI Visibility	Advantage
Heights (You)	71/100	
Onnit Alpha BRAIN	79%	
Vitl	65%	Personalisation angle resonates with AI
Rootd	58%	

AI VISIBILITY GAPS

No ingredient deep-dive pages (Omega-3, B12, Ashwagandha)

HIGH

Unlocks: Ingredient research queries

Missing comparison content vs Onnit, Vitl

HIGH

Unlocks: Comparison buyer queries

Limited stress/anxiety supplement content

MEDIUM

Unlocks: "stress supplement" queries

No FAQ schema on subscription pages

MEDIUM

Unlocks: Subscription query visibility

RECOMMENDED MOVES

1

Build ingredient pages for each active compound with citations

Est. impact: +12–18 pts

2

Publish "Heights vs Onnit" and "Heights vs Vitl" comparisons

Est. impact: +8–14 pts

3

Create a "brain supplements for stress" buyer guide

Est. impact: +6–10 pts

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