

1,000,000

model probes

by

Dan Petrovic

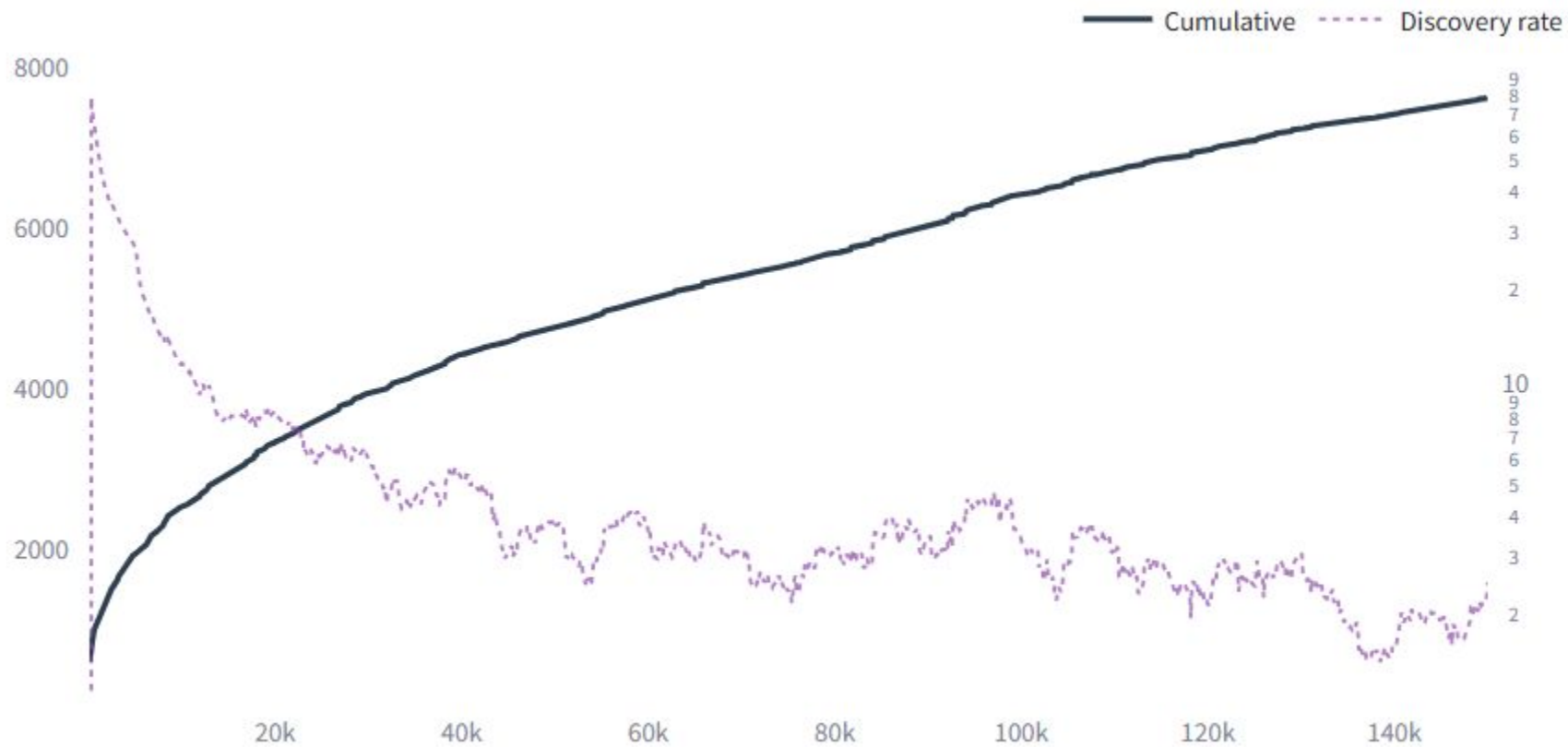
DEJAN

name 100 brands at random

- | | | | | |
|-----------------|--------------|--------------|--------------------|------------------|
| • Apple | • Gucci | • Dyson | • Lamborghini | • Canon |
| • Nike | • Chanel | • Patagonia | • Rolls-Royce | • Nikon |
| • Coca-Cola | • Lego | • Levi's | • Volvo | • Panasonic |
| • Toyota | • IKEA | • Volkswagen | • Dell | • Philips |
| • Google | • Ford | • Audi | • HP | • Whirlpool |
| • Samsung | • Nestlé | • Prada | • Lenovo | • KitchenAid |
| • McDonald's | • Adobe | • Cartier | • Cisco | • The North Face |
| • Adidas | • Zara | • Hermès | • Oracle | • Lululemon |
| • Microsoft | • Nintendo | • L'Oréal | • Intel | • Vans |
| • Mercedes-Benz | • Tesla | • Gillette | • NVIDIA | • Converse |
| • Starbucks | • H&M | • Pampers | • Airbnb | • Reebok |
| • Amazon | • Porsche | • Tide | • Uber | • Puma |
| • Disney | • Dove | • Heinz | • PayPal | • Under Armour |
| • Sony | • Colgate | • Kellogg's | • American Express | • Mattel |
| • BMW | • Nivea | • Oreo | • Burger King | • Hasbro |
| • Louis Vuitton | • Visa | • Doritos | • KFC | • Sephora |
| • Pepsi | • Mastercard | • Lay's | • Subway | • Estée Lauder |
| • Netflix | • Spotify | • Nutella | • Pizza Hut | • Clinique |
| • Rolex | • Red Bull | • Nespresso | • Mars | • Bentley |
| • Honda | • Heineken | • Ferrari | • Lindt | • Jeep |

• Apple	• Gucci	• Dyson	• Lamborghini	• Canon
• Nike	• Chanel	• Patagonia	• Rolls-Royce	• Nikon
• Coca-Cola	• Lego	• Levi's	• Volvo	• Panasonic
• Toyota	• IKEA	• Volkswagen	• Dell	• Philips
• Google	• Ford	• Audi	• HP	• Whirlpool
• Samsung	• Nestlé	• Prada	• Lenovo	• KitchenAid
• McDonald's	• Adobe	• Cartier	• Cisco	• The North Face
• Adidas	• Zara	• Hermès	• Oracle	• Lululemon
• Microsoft	• Nintendo	• L'Oréal	• Intel	• Vans
• Mercedes-Benz	• Tesla	• Gillette	• NVIDIA	• Converse
• Starbucks	• H&M	• Pampers	• Airbnb	• Reebok
• Amazon	• Porsche	• Tide	• Uber	• Puma
• Disney	• Dove	• Heinz	• PayPal	• Under Armour
• Sony	• Colgate	• Kellogg's	• American Express	• Mattel
• BMW	• Nivea	• Oreo	• Burger King	• Hasbro
• Louis Vuitton	• Visa	• Doritos	• KFC	• Sephora
• Pepsi	• Mastercard	• Lay's	• Subway	• Estée Lauder
• Netflix	• Spotify	• Nutella	• Pizza Hut	• Clinique
• Rolex	• Red Bull	• Nespresso	• Mars	• Bentley
• Honda	• Heineken	• Ferrari	• Lindt	• Jeep

X 200,000



Resulting in **10,000** authority seed brands.

Then for each I asked:

name 100 brands you associate with this brand

Resulting in **200,000** direct association brands.

Then for each I asked the same:

name 100 brands you associate with this brand

Resulting in **3,000,000** more brands.

Gucci

8,608

Seed Brands

Prada
Gucci → Louis Vuitton
Saint Laurent

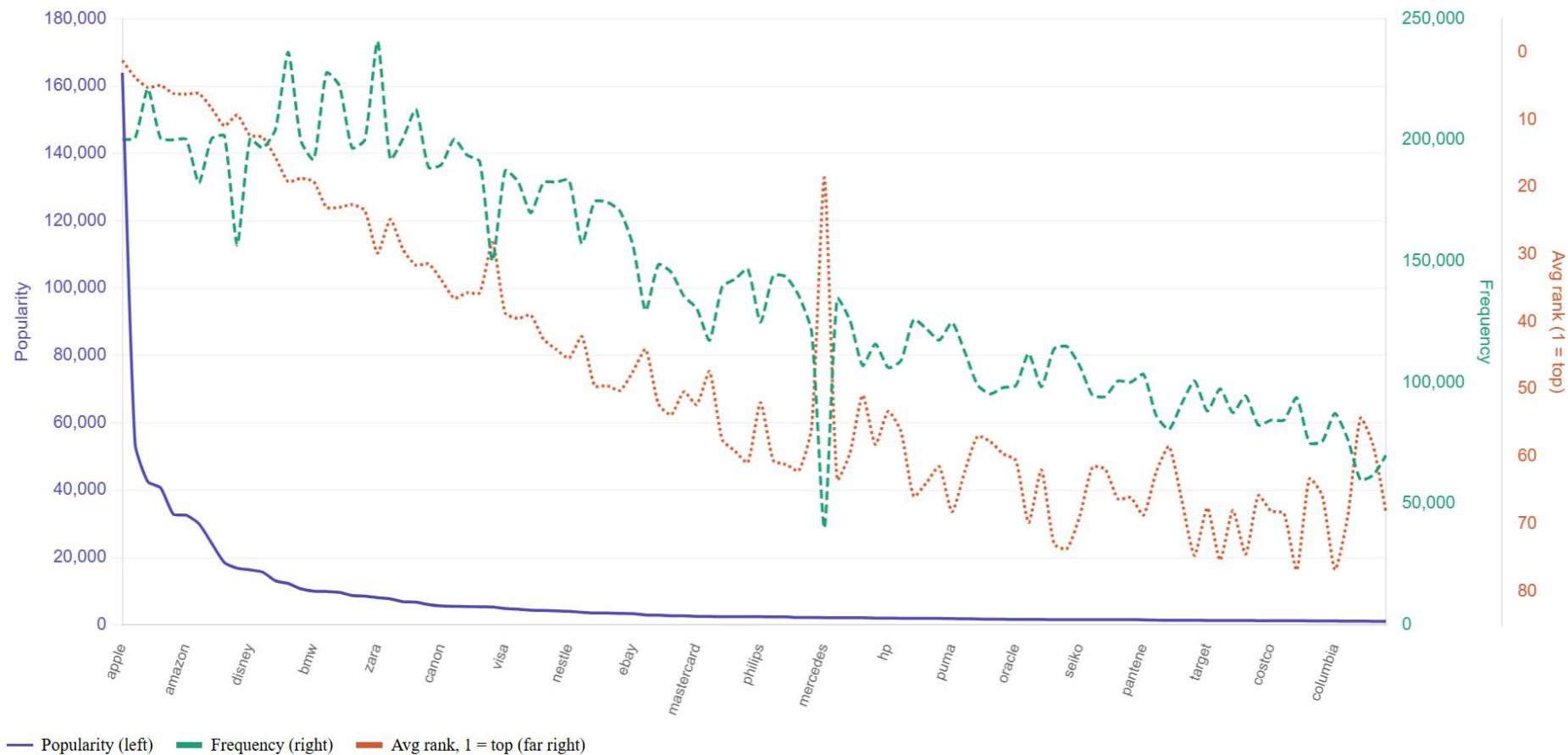
8,608

Seed Brands

201,662

Direct Associations

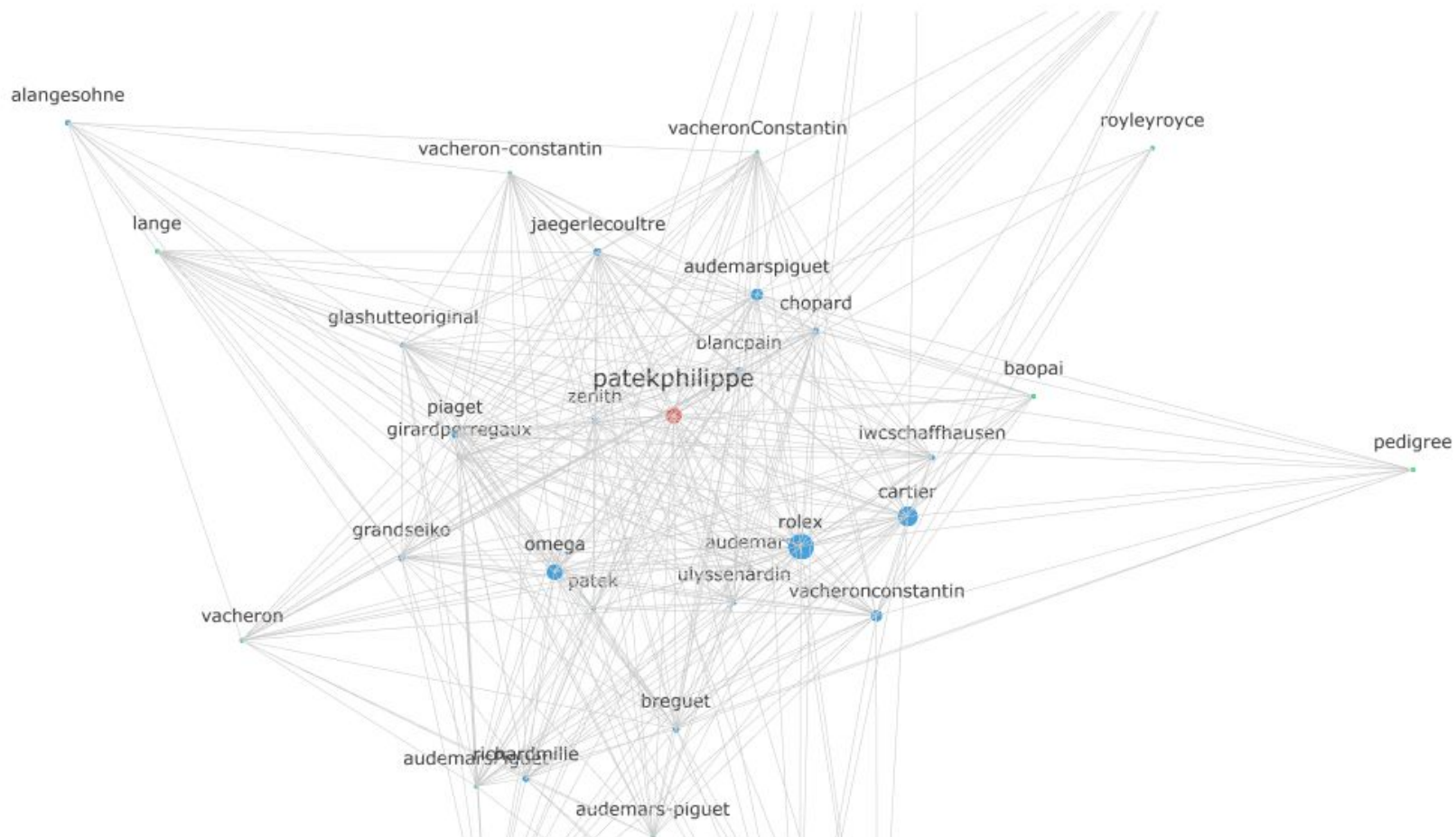




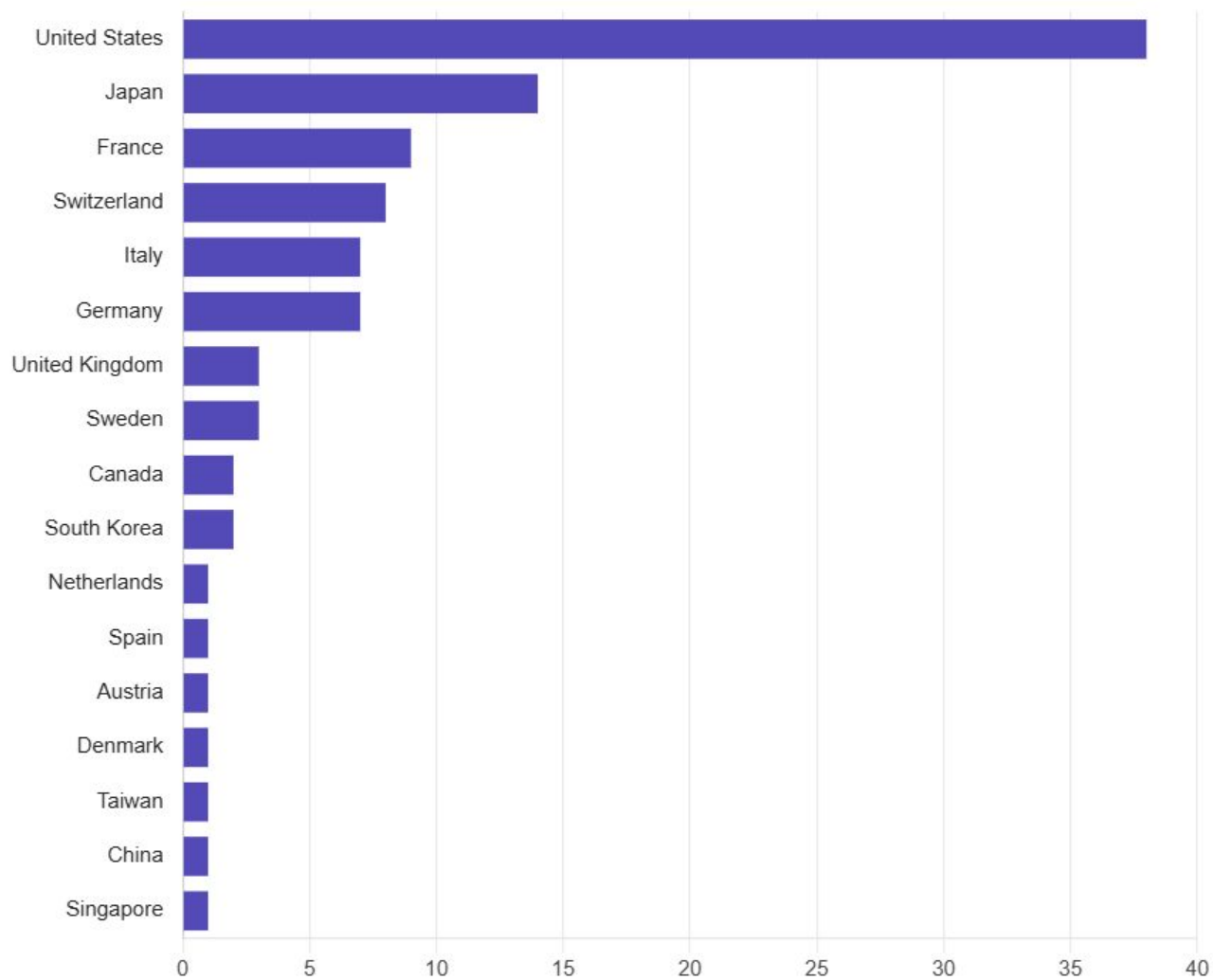
Popularity = frequency $\times$ (1 / avg_rank)

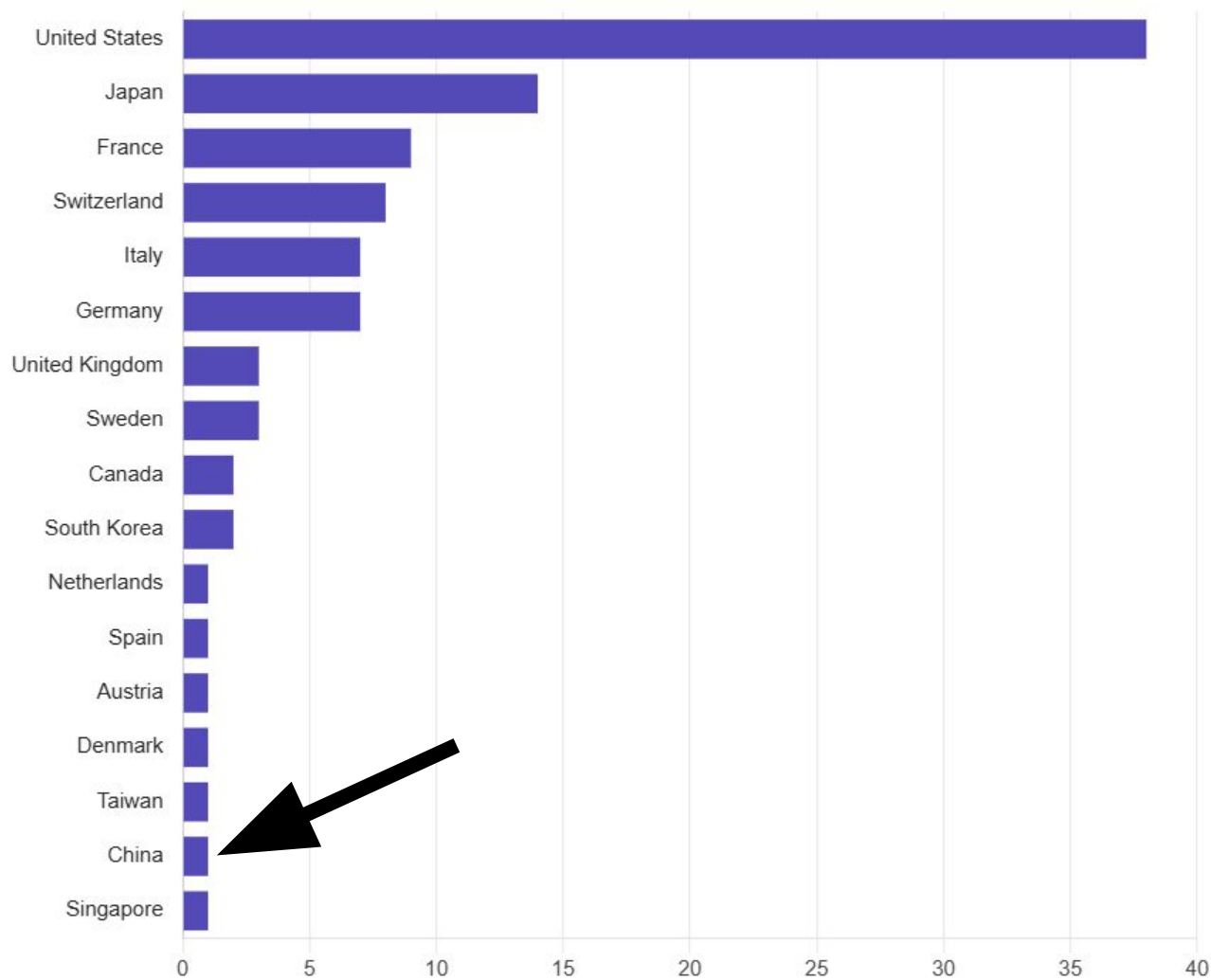
#	Brand	Popularity	Frequency	Avg Rank
1	apple	163950.4	200129	1.2
2	samsung	53790.3	200831	3.7
3	nike	42496.1	221072	5.2
4	google	40692.3	200683	4.9
5	toyota	32844.6	200042	6.1
6	amazon	32562.0	200279	6.2
7	coca-cola	30036.2	182331	6.1
8	microsoft	24250.5	200525	8.3
9	adidas	18485.0	201660	10.9
10	mercedesbenz	16818.7	156579	9.3

Network. PageRank.



brand association network
with **20M** edges





China **Underrepresented**

68	Lenovo
235	Xiaomi
358	Huawei
776	Haier
883	BYD
935	DJI
1,363	Alibaba
1,679	Tencent
4,402	ByteDance
6,247	CATL

Also **Muted**:

- Banks
- Airlines
- Telcos
- Pharma
- Oil

Gemini's top-of-the-mind brand list is about **10,000 brands**.

Two brands appear in every single run.

Nike and **Apple**.

200,000 out of 200,000. Google misses 26 runs. Samsung misses 10.
Amazon misses 5.

Nike and Apple miss zero. They are unforgettable.

Some brands beat their competitors 99.99% of the time.

- Apple beats Samsung in 199,883 of 199,990 runs they share.
- Toyota beats Ferrari in 145,073 of 145,093.

When these brands appear together, the order is not preference.
It's a rule.

Some brands come in symmetric pairs.

- BMW and Mercedes.
- Canon and Nikon.
- Visa and Mastercard.
- McDonald's and Burger King.
- H&M and Zara.
- Uber and Lyft.
- SpaceX and Tesla.

When the model thinks of one, it thinks of the other.

The most central brand in the entire network is Nestlé.

- 219 other brands point to Nestlé as their #1 association.
- Nike is second at 116.
- Apple third at 76.

Owning a portfolio of sub-brands makes you the centre of the model's map.

Tesla is not a car brand to the model.

It's Elon Musk's portfolio.

- Tesla's top 6 associations: SpaceX, SolarCity, Neuralink, Boring Company, Twitter, X.
- Cars don't appear until position 12.
- The CEO has overwritten the product.

**Ferrari is not a car company to the model.
It's a sponsorship constellation.**

- Ferrari's top 20 contains zero other car brands.
- Audi's top 20 has 7 cars.
- Ferrari escaped its category entirely.

Instagram is not a social network.

It's a fashion brand.

- Instagram's top associations are Revolve, Fashion Nova, Nike, Zara, Gucci, Shein, H&M, Louis Vuitton.
- The model categorises by what a brand is used for, not who owns it.

The model has favourites nobody told it to have.

- Maison Margiela, L.L.Bean, Cotopaxi, Rick Owens, Grand Seiko, Jil Sander.
- Nobody asked the model about these brands.
- High authority comes from being associated by other brands.
- The model has emergent taste.

Single-token brand names win 8x.

- Single-token brands (Microsoft, Samsung, Porsche, Instagram) score an average popularity of 447.
- Two-token brands (BMW, Dior, IKEA) score 52.
- Three-token brands (Nivea, McDonald's) score 42.
- The tokeniser is a hidden ranking factor.



authority.dejan.ai

AI Brand Authority Index

Search 122,161,072 brands and domains ranked by AI recall and web authority.

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Large language
models have a
worldview.

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Model's primary bias resides in its static parametric memory layer.



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Can work both
for or against
your brand,
products and
services.

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Appears dynamic
due to model's
stochastic nature.

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Search is its
dynamic
memory layer
and the
secondary bias.

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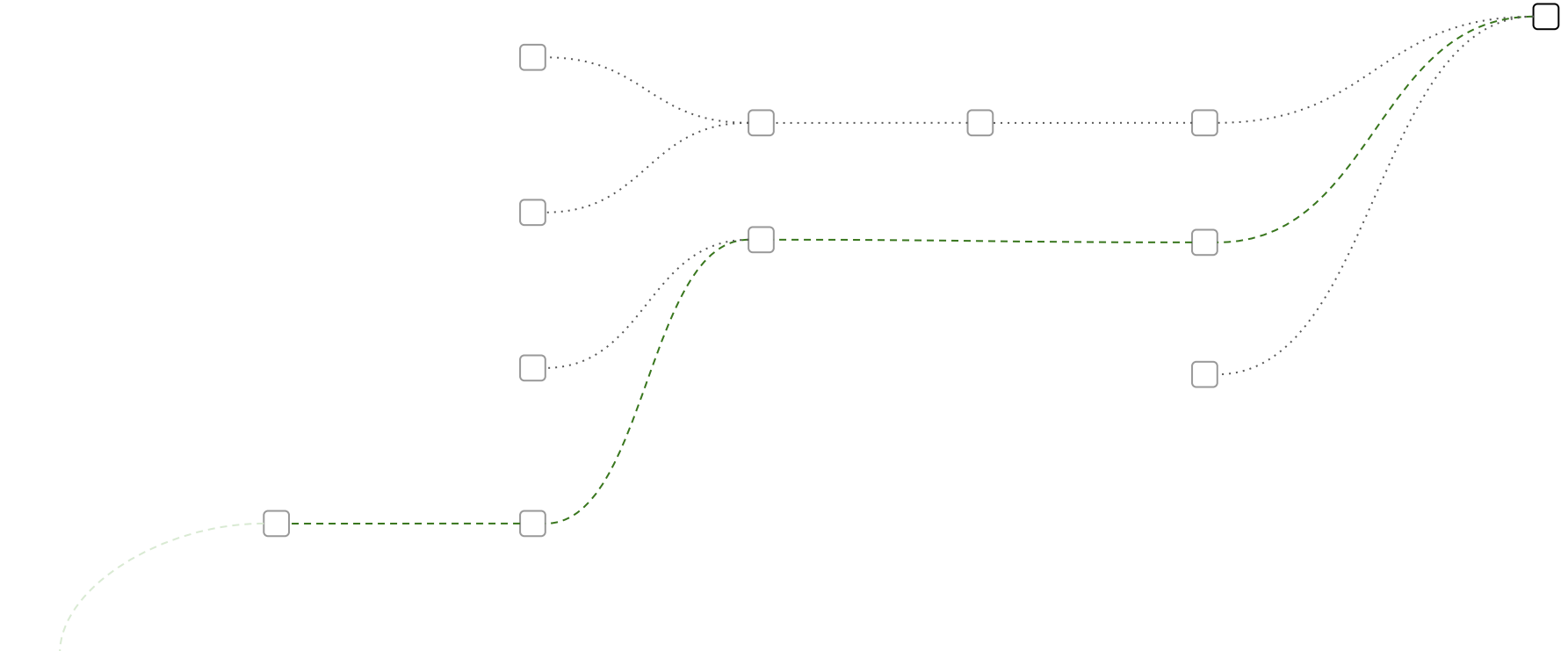


authority.dejan.ai

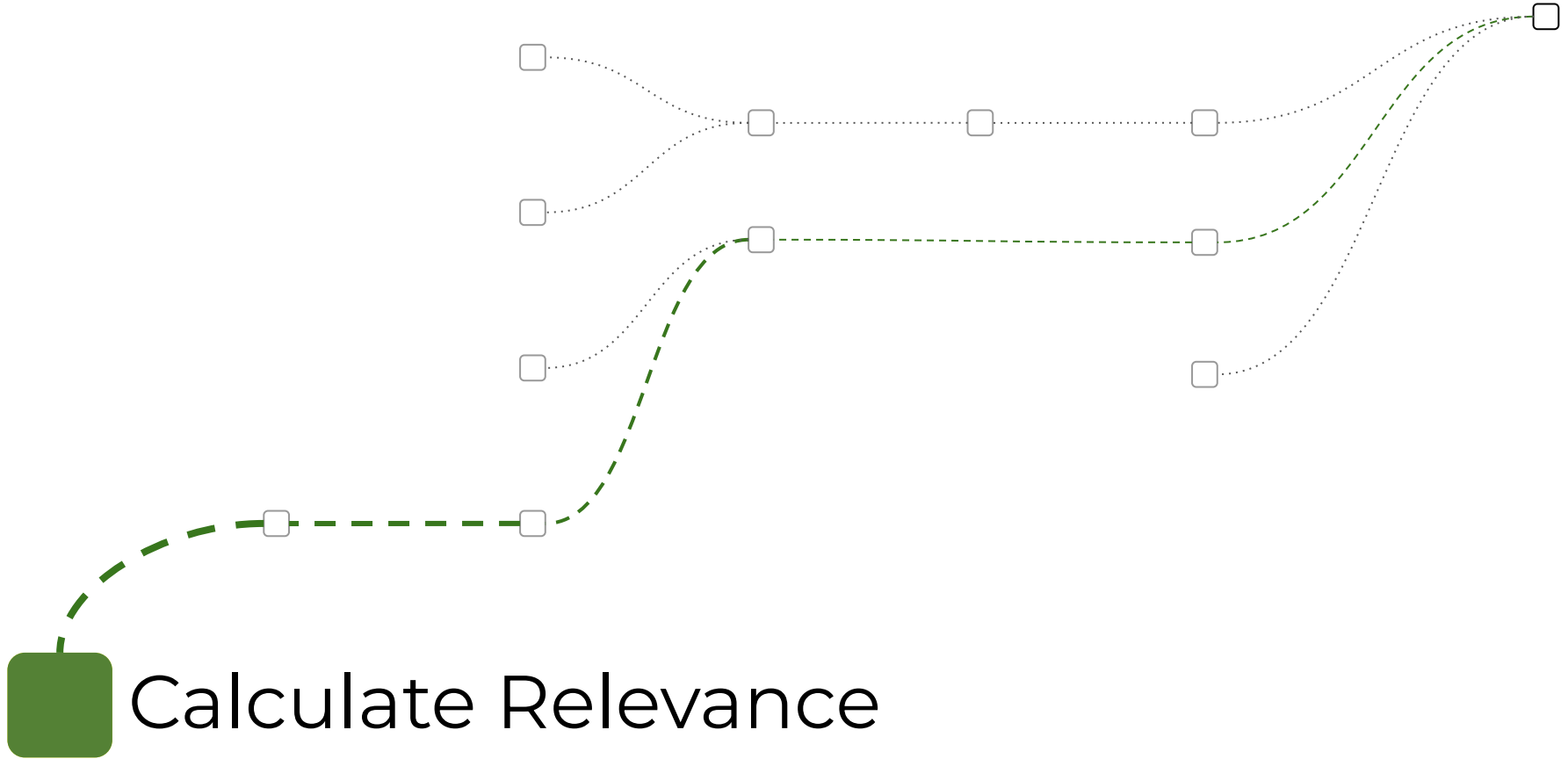
Model steering is possible and demonstrated through content optimization.

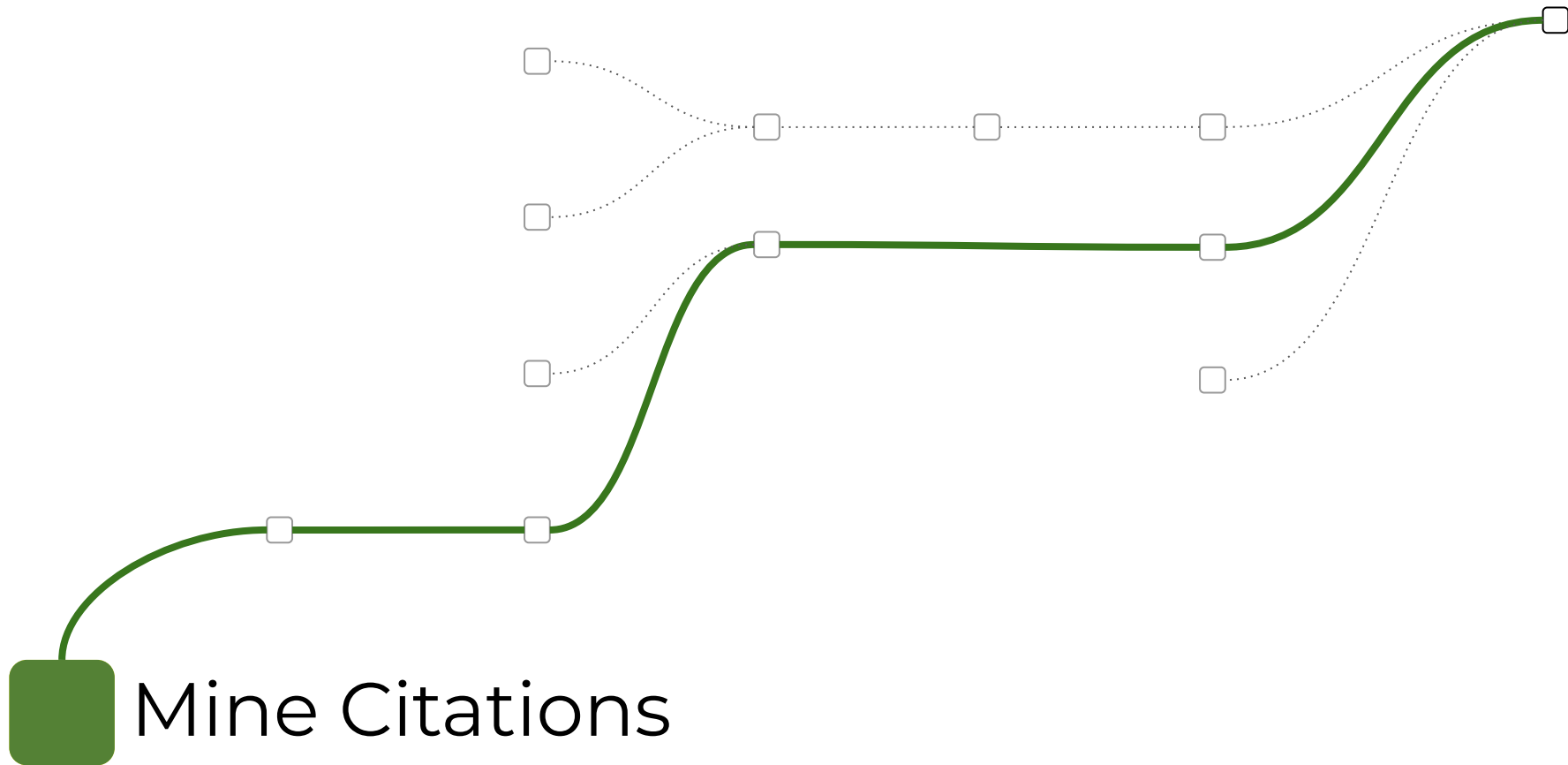
Oh...?

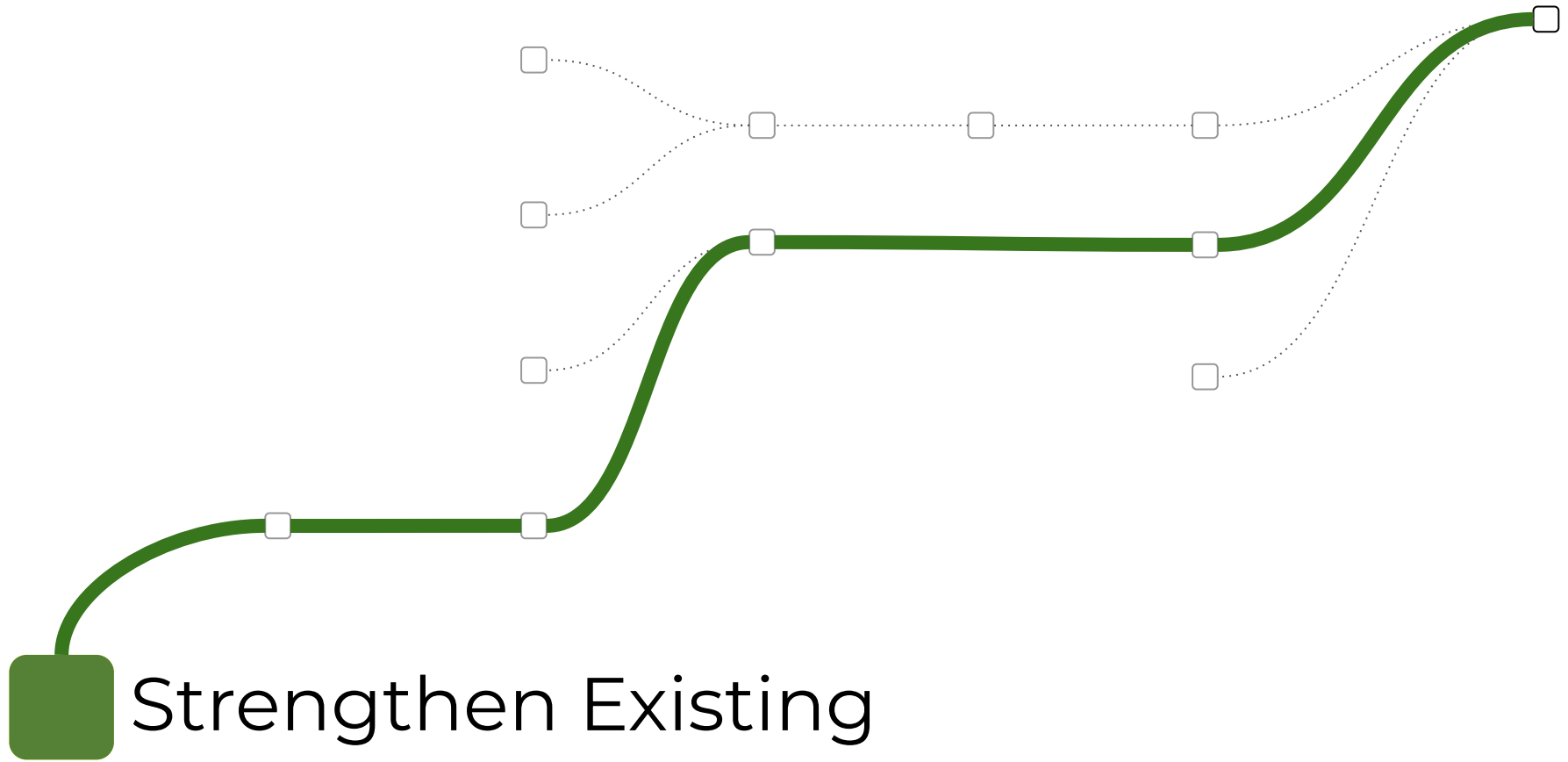
Model steering is possible and demonstrated through content optimization.

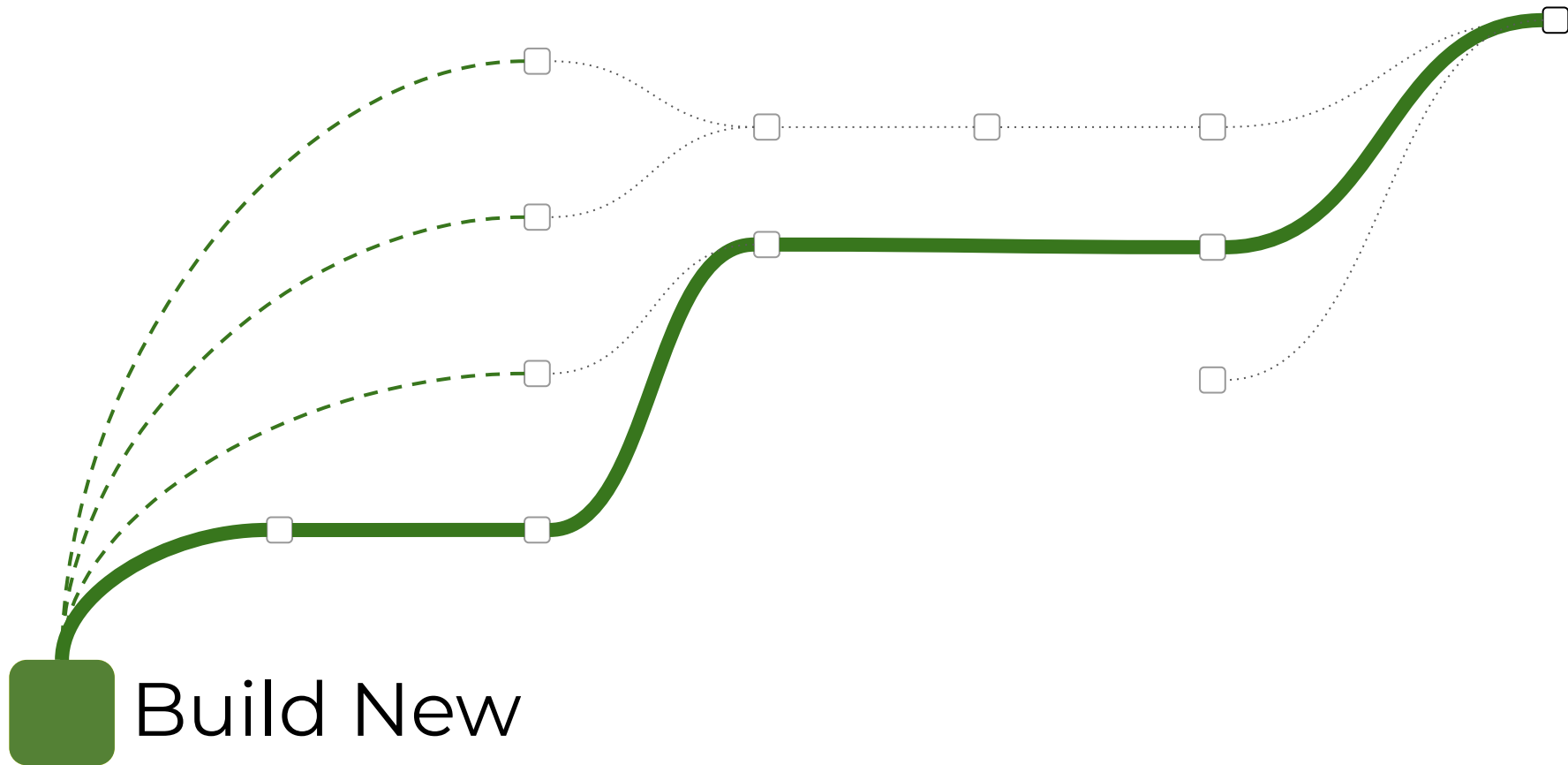


Map Associations









ARC

Association
Relevance
Citations

Map Connections
Find Connection Strength
Model Context Optimization

ARC

Association

Map Connections

Relevance

Find Connection Strength

Citations

Model Context Optimization

ARC

Association

Relevance

Citations

Map Connections

Find Connection Strength

Model Context Optimization

ARC

Association

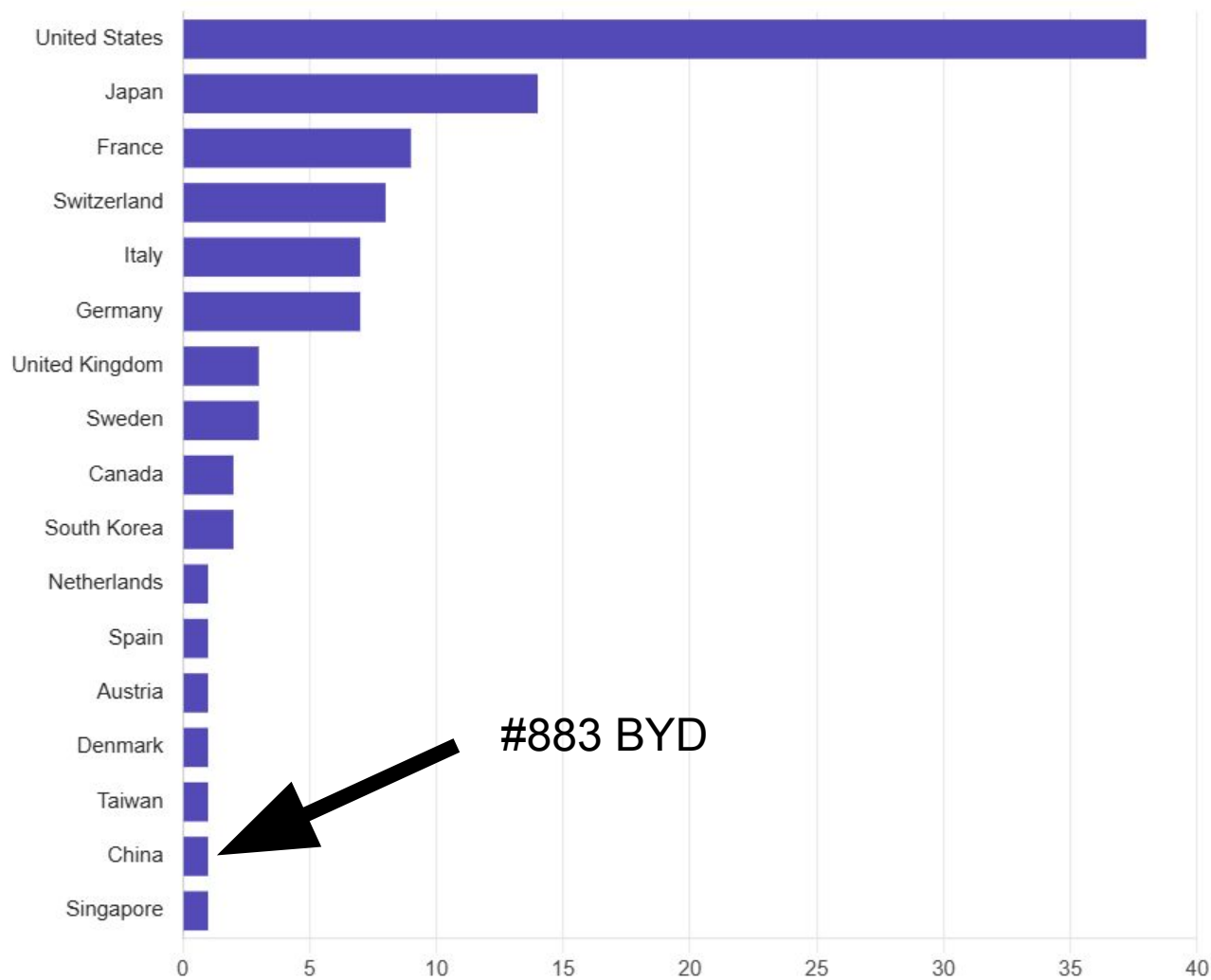
Relevance

Citations

Map Connections

Find Connection Strength

Model Attention Optimization





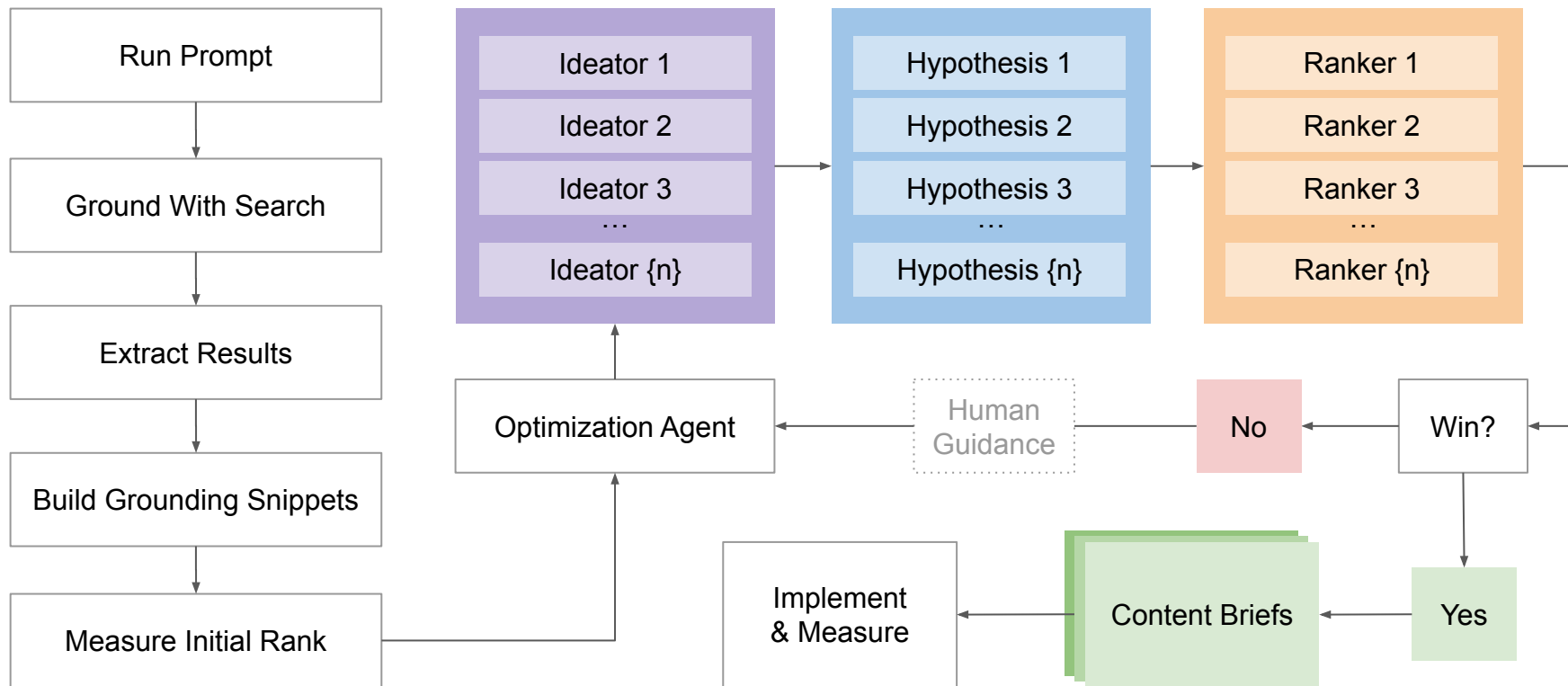
- BYD ATTO 3
- BYD DOLPHIN
- BYD SEAL
- BYD SEALION 6
- BYD SEALION 7
- BYD SHARK 6

- <https://bydautomotive.com.au/atto-3>
- <https://bydautomotive.com.au/dolphin>
- <https://bydautomotive.com.au/seal>
- <https://bydautomotive.com.au/shark-6>
- <https://bydautomotive.com.au/sealion-6>
- <https://bydautomotive.com.au/sealion-7>

- small electric SUV Australia
- compact electric SUV
- affordable electric SUV Australia
- family electric SUV under 50k
- electric crossover Australia
- best small EV SUV
- entry level electric SUV
- compact EV with long range
- electric SUV for first time EV buyers
- cheapest electric car Australia
- electric hatchback Australia
- small electric car Australia
- city EV Australia
- budget electric car Australia
- first electric car Australia
- affordable EV under 35k
- small EV for commuting
- beginner electric car
- compact electric hatch
- electric sedan Australia
- performance electric sedan
- luxury electric sedan Australia

- long range electric sedan
- fastest electric sedan under 80k
- midsize electric sedan Australia
- electric sports sedan
- all wheel drive electric sedan
- plug in hybrid SUV Australia
- PHEV SUV Australia
- mid size hybrid SUV
- family PHEV SUV Australia
- hybrid SUV with electric range
- PHEV with longest electric range
- plug in hybrid 7 seater
- hybrid SUV that can charge
- PHEV SUV under 60k
- electric ute Australia
- plug in hybrid ute Australia
- PHEV ute Australia
- hybrid pickup Australia
- dual cab hybrid ute
- 4x4 plug in hybrid ute
- electric work ute Australia
- ute with electric range

- hybrid ute with V2L
- ute with vehicle to load
- FBT exempt ute Australia
- hybrid 4WD ute
- plug in hybrid pickup truck
- midsize electric SUV Australia
- performance electric SUV
- long range electric SUV Australia
- family electric SUV Australia
- electric SUV with fast charging
- all wheel drive electric SUV
- sporty electric SUV
- electric SUV under 70k
- five seater electric SUV



[← Properties](#)

BYD Australia

www.byd.com/au · <https://www.byd.com/au>

Entities	Runs	Mentions	Citations
10	7	1120	0

Dashboard

Tracking

Associations

Relevance

Citations

Optimizer

Adv. Optimizer

Treewalker

Organic

Analysis

Export

Report

Benchmark

Settings

Advanced Optimizer

Two modes. **Single run**: ad-hoc, one URL+query, live discovery each round. **Batch run**: setup phase pre-bakes a frozen cache of SERPs+pages+snippets, then optimizes N targets sequentially against that hermetic snapshot.

Single Run

Batch Run

New batch run

Batch name (optional)

001

Target source

Pasted query list

Ranker flavor

gemini-3-flash-preview

Queries (one per line — optionally add `|url` to pin a target URL)

EV service Australia|https://www.byd.com/au/support

electric vehicle warranty Australia|https://www.byd.com/au/support

EV owner support|https://www.byd.com/au/support

electric car roadside assistance|https://www.byd.com/au/support

EV charging help|https://www.byd.com/au/support

electric car app support|https://www.byd.com/au/support

URL resolution mode

Manual fill (after setup)

Patience budget (per child)

10

Max concurrency

3

Bayesian Run 16d3fcaa

converged

halt: objective_met

QUERY

all wheel drive electric SUV

TARGET

<https://bydautomotive.com.au/sea...>

BASELINE RANK

8

BEST RANK

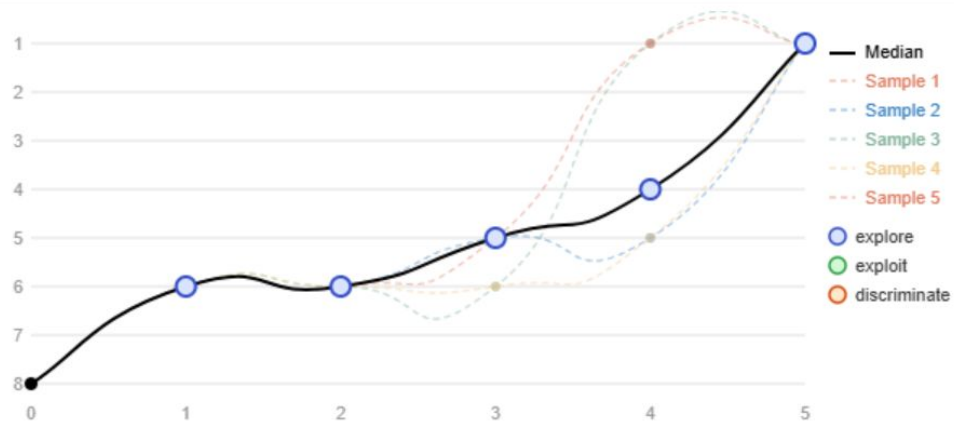
1

ROUNDS

5/10

QUERY CLUSTER: automotive_market

Rank progression



Posterior evolution



Bayesian Run 261ec2f0

converged

halt: objective_met

QUERY
best small EV SUV

TARGET
<https://bydautomotive.com.au/atto-3>

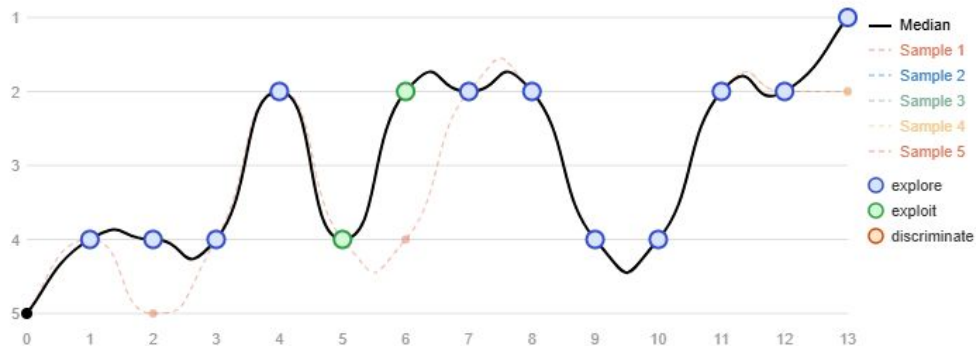
BASELINE RANK
5

BEST RANK
1

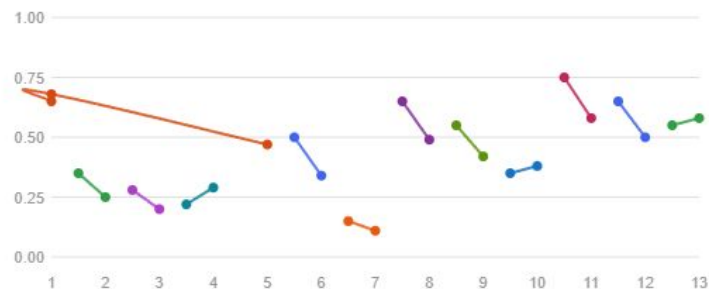
ROUNDS
13/20

QUERY CLUSTER: automotive_market

Rank progression



Posterior evolution



- A comparative_competit..
- A LIST-ARTICLE FRAMING..
- A CURRENT YEAR in open..
- A price_parity_framing..
- A segment_size_validat..
- A quantitative_data_po..
- SUPERLATIVE + KEYWORD ..
- A range_efficiency_ben..
- A cabin_tech_dominance..
- A list of specific com..
- Leading with a specifi..
- Mentioning the specifi..

Bayesian Run 1aba677b

patience_exhausted

halt: no_viable_move

QUERY
electric SUV with fast charging

TARGET
<https://bydautomotive.com.au/sealion-7>

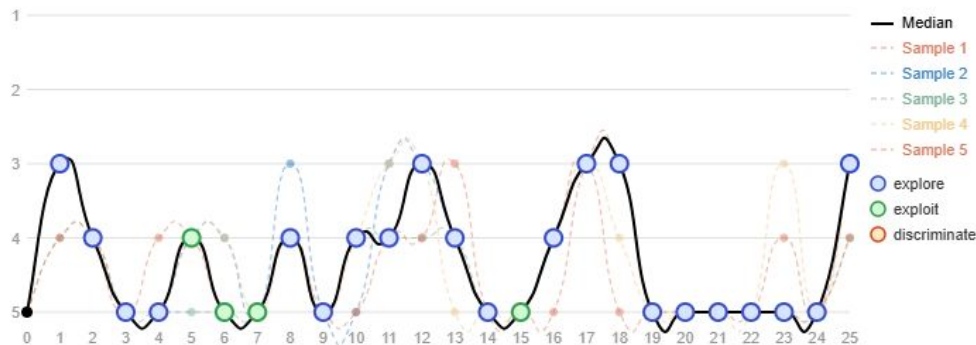
BASLINE RANK
5

BEST RANK
3

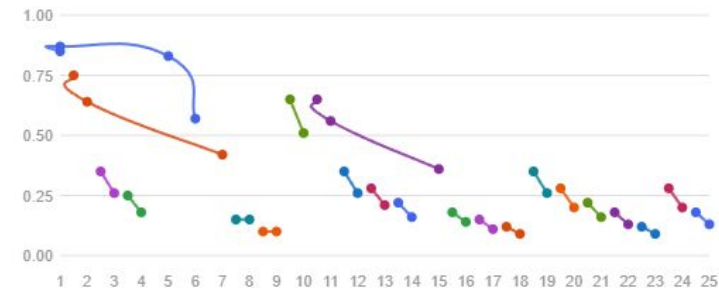
ROUNDS
25/30

QUERY CLUSTER: automotive_market

Rank progression



Posterior evolution



Bayesian Run c360b4ba

patience_exhausted

halt: budget_exhausted

QUERY

electric hatchback Australia

TARGET

<https://bydautomotive.com.au/dolphin>

BASELINE RANK

2

BEST RANK

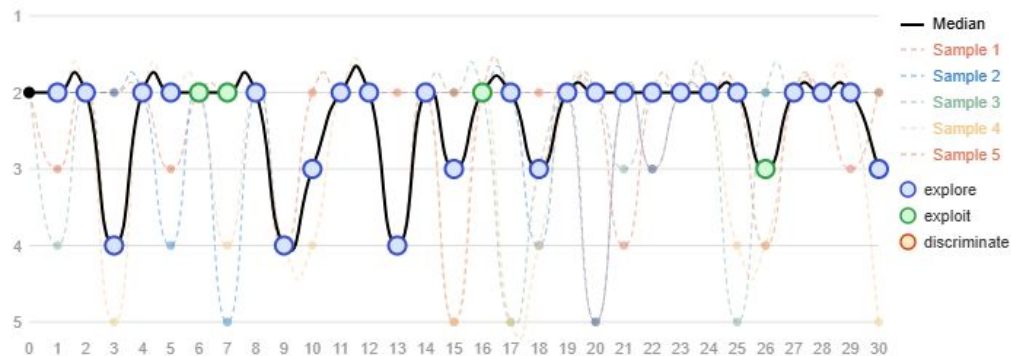
2

ROUNDS

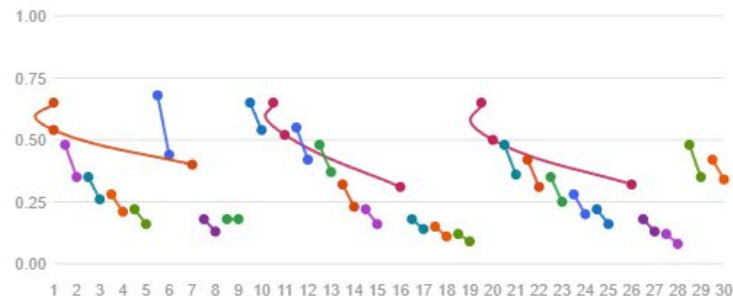
30/30

QUERY CLUSTER: automotive_market

Rank progression



Posterior evolution



81 runs scored ▲ 74 improved = 7 unchanged (3 already at rank 1)

37 climbed to rank 1 Avg rank: 5.5 → 2.2

Total positions gained: +270

Biggest win: EV dealer locator Australia +10 ▲

What Worked: The Winning Formula

- Numbered Lists (The "Silver Bullet"): Round 5 achieved the jump from 4 → 1 by converting the snippet into a numbered list of technical specifications. This was the most impactful change of the run.
 - *Example: 1. Drivetrain: Dual-motor Performance AWD... 2. Power: 390kW...*
- Editorial Authority Framing: Round 4 moved the rank from 5 → 4 by adding an "Expert Review" prefix. This suggests that for high-intent automotive queries, the ranker values a third-party "tester" perspective over direct manufacturer claims.
- Specific Capability over Generic Marketing: Round 3 improved rank from 6 → 5 by swapping generic "all-weather" language for specific mechanical terms like "elevated ground clearance" and "intelligent torque control."
- Exact Match & Trim Specificity: Round 1 provided an initial boost (8 → 6) by including the exact query string "all-wheel drive electric SUV" and naming specific trims (Performance AWD vs. Premium AWD).

What Didn't Move the Needle

- Spec Reordering: Round 2 tested whether leading with acceleration/horsepower performed better than leading with battery/charging. The rank remained stagnant at 6. This suggests that while the *presence* of these specs is vital, their relative order within a narrative paragraph is a weak ranking signal.

Patterns & Themes

1. Structure > Prose: The most dramatic gains occurred when moving away from "designed for those who live life at full charge" (Round 1) toward a rigid, list-based format (Round 5).
2. Density of Technical Entities: Every successful round increased the density of technical keywords (kW, 0-100km/h, NEDC, DC fast charge). The ranker appears to use these as proxies for content depth.
3. The "AWD" Context: For this specific query, the ranker rewarded mentions of "dual-motor" and "torque control" more than generic SUV branding, signaling that the user intent is focused on the drivetrain's technical implementation.

Practical Takeaways

- Adopt the List Format: For product pages, prioritize a numbered list of 4–5 key specs in the meta description. It significantly improves visibility compared to narrative sentences.
- Front-load Authority: Use "Expert Review" or "Top Rated" at the very beginning of the snippet to signal credibility.
- Include Hard Data: Ensure specific numbers (390kW, 4.5s, 542km) are present. The ranker treats these as high-value signals for "all wheel drive electric SUV" shoppers.
- Avoid Fluff: Eliminate lifestyle marketing phrases ("live life at full charge") in favor of capability-driven descriptors ("elevated ground clearance," "intelligent torque control").

Edit Suggestions

ORIGINAL LINE (1)

SEALION 7

REPLACE WITH

BYD SEALION 7: A high-performance all-wheel drive electric SUV

ORIGINAL LINES (75, 76)

Drivetrain AWD

REPLACE WITH

Drivetrain: Dual-motor Performance AWD with intelligent torque control

ORIGINAL LINE (81)

Maximum power 390Kw

REPLACE WITH

Maximum power 390kW output delivering 0-100km/h in 4.5 seconds

ORIGINAL LINE (85)

Driving range 456KM WLTP, 542KM NEDC

REPLACE WITH

Driving range: Up to 542km (NEDC) powered by the ultra-safe Blade Battery

ORIGINAL LINE (17)

The sporty, futuristic design of the BYD SEALION 7 is sure to turn heads wherever you go. SEALION 7 is more than just an SUV, it's a statement crafted for those who live life at full charge.

REPLACE WITH

The sporty, futuristic design of the BYD SEALION 7 features elevated ground clearance for superior stability on diverse terrains. SEALION 7 is more than just an SUV, it's a statement crafted for those who live life at full charge.

Overall Recommendations

- Quantify Performance Early: Lead with power (390kW) and speed (4.5s) metrics to justify the 'high-performance' label.
- Use Descriptive Technical Terms: Replace simple 'AWD' with 'Dual-motor Performance AWD' and 'intelligent torque control' to appeal to tech-focused buyers.
- Safety-First Branding: Associate the battery specifically with safety (e.g., 'ultra-safe Blade Battery') rather than just listing the brand name.
- Emphasize SUV Capability: Explicitly mention 'elevated ground clearance' and 'stability' to reinforce the SUV form factor and utility.

Universal Insight
Specificity.

NAMED INSTANCES OVER CATEGORY LABELS

Before: Major European cities

After: Paris, Rome, Berlin.

Before: Leading manufacturers

After: Toyota, Honda, Hyundai.

Before: Top universities

After: Stanford, MIT, Cambridge.

CONCRETE DURATION OVER VAGUE TIMEFRAMES

Before: Long-lasting battery

After: 18-hour battery.

Before: Quick delivery

After: Delivered in 2 days.

Before: Extended warranty

After: 5-year warranty.

QUANTIFIED OUTCOMES OVER QUALITATIVE CLAIMS

Before: Significantly faster

After: 3x faster.

Before: Most customers

After: 94% of customers.

Before: Many users prefer

After: 8 out of 10 users prefer.

PROCESS SPECIFICS OVER OUTCOME ADJECTIVES

Before: Carefully crafted coffee

After: Slow-dripped through a V60 filter.

Before: Sustainably sourced

After: Sourced from Rainforest Alliance certified farms in Ethiopia.

Before: Premium ingredients

After: Wagyu beef from Kagoshima Prefecture.

VERBS OVER ADJECTIVES

Before: Innovative platform
After: Reroutes traffic in 4ms.

Before: User-friendly design
After: One-tap checkout.

Before: Powerful editor
After: Edits 4K video in real time.

PROPER NOUNS OVER ABSTRACTIONS

Before: Industry leaders

After: BMW, Mercedes, Audi.

Before: Technical standards

After: ISO 27001, SOC 2 Type II.

Before: Educational institutions

After: Harvard, Oxford, ETH Zürich.

GEOGRAPHIES NAMED OVER GLOBAL

Before: Worldwide presence

After: Offices in Tokyo, London, São Paulo.

Before: International shipping

After: Ships to 47 countries.

Before: Global team

After: Engineers in Berlin, Toronto, Bangalore.

SPECIFIC YEARS OVER RECENCY WORDS

Before: Recently founded

After: Founded 2019.

Before: Latest model

After: 2025 release.

Before: Newly launched

After: Launched September 2024.

MATERIAL COMPOSITION OVER QUALITY WORDS

Before: High-quality materials

After: 316L stainless steel and sapphire crystal.

Before: Durable construction

After: 6061-T6 aluminium frame.

Before: Premium fabric

After: 100% Pima cotton.

SPECIFIC COMPETITORS NAMED OVER COMPETITORS

Before: Comparable to other brands

After: Comparable to Patagonia and Arc'teryx.

Before: Industry-standard pricing

After: Priced like Allbirds, half of Common Projects.

CUSTOMER SEGMENTS NAMED OVER CUSTOMERS

Before: Trusted by professionals

After: Used by surgeons at Mayo Clinic and Johns Hopkins.

Before: Popular with enthusiasts

After: Used by Tour de France mechanics.

STANDARDS AND CERTIFICATIONS OVER QUALITY CLAIMS

Before: Food-safe materials

After: FDA 21 CFR 177 compliant.

Before: Eco-friendly

After: B Corp certified, Climate Neutral verified.

Before: Tested for safety

After: UL listed, CE marked, FCC Part 15 compliant.

FAILURE CASES ACKNOWLEDGED OVER UNIVERSAL CLAIMS

Before: Works for everyone

After: Larger teams should look at Atlassian.

Before: Suitable for all skin types

After: Sensitive skin users should patch test.

VERBS OF MOTION OVER VERBS OF BEING

Before: We are committed to sustainability

After: We replant 3 trees per order.

Before: We have a strong focus on quality

After: We reject 12% of incoming material.

Before: We pride ourselves on service

After: We respond to support tickets in under 4 hours.

DOMAIN JARGON OVER CONSUMER LANGUAGE

Before: Modern coffee maker

After: Pump-driven 9-bar espresso machine.

Before: Powerful camera

After: Full-frame 24MP sensor with 14 stops dynamic range.

Before: Fast laptop

After: Apple M4 Pro, 24-core GPU, 64GB unified memory.

CONSTRAINTS STATED OVER CAPABILITIES LISTED

Before: Versatile and flexible

After: Works offline. No account required. No data sent to servers.

Before: Comprehensive features

After: No subscription. No upsells. One-time payment.

ORIGIN SPECIFICITY OVER HERITAGE WORDS

Before: Traditional craftsmanship

After: Made in Solingen since 1731.

Before: Time-honoured methods

After: Aged in oak barrels for 12 years.

Before: Authentic

After: Recipe unchanged since 1898.

SCALE SPECIFICITY OVER MAGNITUDE WORDS

Before: Massive library

After: 847,000 tracks.

Before: Huge selection

After: 12,000 SKUs.

Before: Tiny footprint

After: Fits in a 30cm cube.

COMPARISON RATIOS OVER COMPARISON WORDS

Before: Better than the leading brand

After: 2.3x the battery life of the iPhone 16 Pro.

Before: More accurate

After: Margin of error under 0.4mm.

Before: Lighter weight

After: 127g, 40% lighter than the Garmin Fenix.

NEGATIVE SPACE OVER POSITIVE CLAIMS

Before: Pure ingredients

After: No palm oil. No artificial colours. No GMOs.

Before: Honest pricing

After: No hidden fees. No upsells. No subscriptions.

TIME-OF-CREATION OVER EVERGREEN POSITIONING

Before: Modern approach

After: Built for 2025.

Before: Latest thinking

After: Updated every 30 days.

LLMOGE OAE O A IO

tired of playing with letters?

Great. Now let's do some **SEO**.



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Invitation:

Optimize one page.
Measure impact.
Share results.

DEJAN