skout SUSO

The Top Sources AI Cites Index

To understand who is winning the AI visibility race, we analysed answers from six leading AI engines to 50 common HR buyer questions across 15 HR categories. This index indentifies the top websites that AI engines cited most often in each HR category.

The results reveal a fragemented HR landscape. Each HR category had between 650–1,200 different domains cited, meaning that even the most frequently cited sources accounts for only a small share of citations. AI engines are drawing from a broad eco-system of publishers, brands and information sources.

It's clear that competitors are winning the GEO race. Almost half (46 of 95) of the domains in our index are citing competitve vendor content. But that's not to say that owned content isn't making an appearance. Brands including Deel, Indeed and HiBob also make it onto the list.

Earned media is also cited - with special mentions going to Employee Benefits Magazine and Business Cloud who appeared repeatedly in different categories.

After that sources are split across a variety of websites - from brokers, directories, job boards, Government and official sources through to listicles and blogs.

This shows the importance of building a GEO strategy that looks more broadly than just a HR-focused brand's own website (although that remains a crucial part of the approach). Rather brands need to consider the full eco-system of where and how it is found.

Scroll down to find your category.

A Skout and SUSO study | November 2026

skout SUSO

Background screening

Rank	Cited domain	Source type	Share of all citations (%)
1	gov.uk	Official / government	6.2
2	globalhrworld.com	Directory / comparison site	3.7
3	experian.co.uk	Competitor vendor content	3.7
4	ucheck.co.uk	Competitor vendor content	1.9
5	ddc.uk.net	Competitor vendor content	1.6
6	zincwork.com	Competitor vendor content	1.6

Core HR & payroll

Rank	Cited domain	Source type	Share of all citations (%)
1	zelt.app	Competitor vendor content ('best' lists)	3.4
2	iris.co.uk	Competitor vendor content (tracked brand)	3.2
3	workforce.com	Competitor vendor content	2.6
4	businesscloud.co.uk	Trade press / listicle	2.5
5	expertsure.com	Directory / comparison site	1.9
6	mhrglobal.com	Competitor vendor content (tracked brand)	1.9
7	hibob.com	Brand's own site (HiBob)	1.9
8	peoplemanagingpeople.com	Review / listicle publisher	1.8

skout SUSO

Employee benefits

Rank	Cited domain	Source type	Share of all citations (%)
1	goingprivateuk.co.uk	Broker / intermediary content	5.6
2	drewberryinsurance.co.uk	Broker / intermediary content	2.9
3	netzerohomescheme.com	Adjacent vendor content (benefits guides)	2.8
4	kota.io	Competitor vendor content ('best platforms' list)	2.2
5	employeebenefits.co.uk	Trade press	2.1
6	gov.uk	Official / government	1.6

Employee comms and intranet

Rank	Cited domain	Source type	Share of all citations (%)
1	oak.com	Competitor vendor content (77 pages cited)	7.5
2	poppulo.com	Competitor vendor content (55 pages cited)	5.6
3	mangoapps.com	Competitor vendor content ('best intranet UK')	2.8
4	lilachbullock.com	Affiliate / listicle blog	2.5
5	interactsoftware.com	Competitor vendor content	2.5
6	joinblink.com	Competitor vendor content	2.4

skout SUSO

Global employment (EOR)

Rank	Cited domain	Source type	Share of all citations (%)
1	peoplemanagingpeople.com	Review / listicle publisher	3.6
2	deel.com	Brand's own site (Deel)	3.4
3	payoneer.com	Adjacent vendor content ('best EOR UK' pages)	3.3
4	playroll.com	Competitor vendor content	2.9
5	teamed.global	Competitor vendor content	2.8
6	remote.com	Competitor vendor content (tracked brand)	2.5
7	employerofrecord.directory	Directory / comparison site	2.4
8	whichpayroll.com	Directory / comparison site	1.9

HR compliance and advisory

Rank	Cited domain	Source type	Share of all citations (%)
1	peninsulagrouplimited.com	Competitor vendor content (tracked brand)	2.4
2	keygroupservices.com	Consultancy content	1.7
3	acas.org.uk	Official / public body	1.6
4	apexhrllc.co.uk	Consultancy content	1.6
5	opus-safety.co.uk	Consultancy content	1.4
6	goodwille.com	Consultancy content	1.3

skout SUSO

HR consulting and culture

Rank	Cited domain	Source type	Share of all citations (%)
1	rewardassociates.co.uk	Consultancy content	3.8
2	hrdatahub.com	Review / listicle publisher	1.5
3	edgecumbe.co.uk	Consultancy content	1.4
4	ravio.com	Competitor vendor content	1.3
5	greatplacetowork.co.uk	Competitor content (tracked brand)	1.1
6	consultancy.uk	Trade press	0.8

Job boards

Rank	Cited domain	Source type	Share of all citations (%)
1	talentfinderuk.co.uk	Recruiter content ('best recruitment websites UK')	3.6
2	uk.indeed.com	Brand's own site (Indeed)	2.2
3	workinsiders.com	Review / listicle publisher ('where to post jobs')	2.1
4	jobtoday.com	Competitor vendor content	1.9
5	sprad.io	Competitor vendor content	1.8
6	get-staffed.com	Review / listicle publisher	1.6

skout SUSO

Learning and coaching

Rank	Cited domain	Source type	Share of all citations (%)
1	growthengineering.co.uk	Competitor vendor content ('best LMS' pages)	2.9
2	disprz.ai	Competitor vendor content	2.4
3	capytech.co.uk	Competitor vendor content	1.4
4	trainmeuk.co.uk	Competitor vendor content	1.4
5	gov.uk	Official / government	1.1
6	applytosupply.digitalmarketplace.service.gov.uk	Official / government (G-Cloud listings)	1

Performance and engagement

Rank	Cited domain	Source type	Share of all citations (%)
1	staffcircle.com	Competitor vendor content ('how we compare' pages)	3.5
2	hrmanagement365.com	Review / listicle publisher	3.2
3	factorial.com	Competitor vendor content (tracked brand)	2.6
4	businesscloud.co.uk	Trade press / listicle	2.2
5	worxmate.ai	Competitor vendor content	1.6
6	zelt.app	Competitor vendor content	1.5

skout SUSO

Recognition and reward

Rank	Cited domain	Source type	Share of all citations (%)
1	huggg.me	Competitor vendor content (comparison pages)	4.4
2	achievers.com	Brand's own site (Achievers)	4.2
3	awardco.com	Competitor vendor content	3.4
4	benevity.com	Competitor vendor content (tracked brand)	2.6
5	employeebenefits.co.uk	Trade press (buyer's guide)	2.5
6	rippl.work	Competitor vendor content	2.4

Recruitment software ATS

Rank	Cited domain	Source type	Share of all citations (%)
1	employmenthero.com	Vendor content from another industry (tracked brand)	4.7
2	klearskill.com	Review / listicle publisher ('best ATS UK 2026')	4
3	lilachbullock.com	Affiliate / listicle blog	3.4
4	pinpointhq.com	Competitor vendor content ('best ATS for UK teams')	2.5
5	sapia.ai	Competitor vendor content	1.6
6	greenhouse.com	Brand's own site (Greenhouse)	1.5

skout SUSO

Talent assessment

Rank	Cited domain	Source type	Share of all citations (%)
1	sapia.ai	Competitor vendor content	1.8
2	cohesyve.com	Other publisher	1.6
3	gov.uk	Official / government	1.5
4	aptitude-tests.co.uk	Candidate test-prep site	1.3
5	graduatesfirst.com	Candidate test-prep site	1.3
6	disprz.ai	Competitor vendor content	1.2

Wellbeing and metal health

Rank	Cited domain	Source type	Share of all citations (%)
1	championhealth.co.uk	Competitor vendor content ('best EAP providers UK')	2.6
2	360-wellbeing.co.uk	Competitor vendor content	2.4
3	goingprivateuk.co.uk	Broker / intermediary content	2.4
4	employeebenefits.co.uk	Trade press	1.4
5	bhnextras.co.uk	Competitor vendor content	1.3
6	wellhub.com	Competitor vendor content (tracked brand)	1.2

skout SUSO

Workforce management

Rank	Cited domain	Source type	Share of all citations (%)
1	workforce.com	Competitor vendor content (buyers' guides, 'deputy alternatives')	9.3
2	lilachbullock.com	Affiliate / listicle blog	3.8
3	ordio.com	Competitor vendor content (rota software guide)	2.9
4	timetally.uk	Competitor vendor content	1.9
5	rosterelf.com	Competitor vendor content	1.7
6	deputy.com	Brand's own site (Deputy)	1.7

The HR101 AI Visibility has been compiled by Skout and SUSO Digital. Contact us to discuss an audit of your GEO performance and AI visibility programme.

SUSO Digital is a full-service SEO and GEO agency for the world's leading brands and agencies. Laser focused. Search specialists.

susodigital.com
enquiries@susodigital.com

Skout is a brighter, bolder HR Communications Agency. Insight-led, high-impact PR, GEO and comms services that deliver results.

skoutpr.com
info@skoutpr.com