

A translation SaaS in AI search: a one-page snapshot

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WHAT I TESTED

I asked 22 real buyer questions in ChatGPT (with web search) and Perplexity. Fifteen are the questions a new buyer asks before they know any brand ("best website translation software", "alternatives to Weglot"). Seven ask about Brand X by name. The short version: **when a buyer already knows Brand X, AI tells its story well. When they don't, AI rarely puts it on the shortlist.**

HEADLINE NUMBERS

0 of 5

"Alternatives to Weglot / Transifex / Lokalise / WPML / Smartling" answers that include Brand X

5 of 15

Unbranded questions where Brand X is mentioned at all, never as the top pick

12 of 15

Unbranded questions where Weglot is named, often as the first recommendation

7 of 7

Branded questions where AI cites the brand's own pages in its answer

THREE FINDINGS

1. Brand X wins the comparison but misses the shortlist

Asked "Brand X vs WPML" or "vs Transifex", both engines recommend Brand X for non-technical teams, citing the brand's own site. But asked "What are the best alternatives to Weglot?", ChatGPT lists about 20 tools, mostly from a competitor's blog (verbi.io), and Brand X is not one of them, even though the brand has its own Weglot-alternative page and AI cites it in the branded comparison.

2. Weglot writes the "alternative" pages AI reads

For alternatives questions, the engines cite Weglot's own pages: [/smartling-alternative](#), [/lokalise-alternative](#), [/transifex-alternative](#), [/translatepress-alternative](#). The result on a question Brand X should own:

"If your main goal is a multilingual website ... Weglot is the strongest low-cost all-around option ... starts at about \$17/month." Perplexity, on "most affordable alternatives to Smartling". The brand, which ChatGPT quotes elsewhere at a lower starting price, is not mentioned.

3. Third parties are defining Brand X

Four of the five unbranded mentions come from Reddit threads and a deals site, not from the brand's own site. In the Weglot comparison, ChatGPT repeats a third-party test saying Weglot's default translations needed edits on 19% of strings versus 28% for Brand X. ChatGPT also says Brand X "relies heavily on JavaScript" in one answer and translates "server-side" in another. That inconsistency matters to SEO-minded buyers.

WHAT I WOULD DO FIRST

- 1. Own the alternatives cluster.** Build or refresh "alternative to" pages for Smartling, Lokalise, Transifex, WPML, TranslatePress and GTranslate, leading with what AI already credits Brand X for: price per word, setup time and ease of use.
- 2. Get onto the lists AI cites.** Target the roundups and category pages that keep appearing as sources (G2 categories, Guideflow, TechRadar, Webflow's blog, Shopify app roundups) through outreach and digital PR.
- 3. Answer the doubts on the record.** Publish clear pages on how translations are served to search engines and how engine routing (Google, DeepL) affects quality, so AI stops relying on Reddit and third-party tests.
- 4. Measure it against signups.** Rerun these 22 questions monthly across ChatGPT, Perplexity, Gemini and Google AI Overviews, alongside organic signups and paid conversions.

Method: 22 questions generated from the brand's site and category, run once on 28 Sep 2026. ChatGPT answered all 22; Perplexity answered 9 (rate limits blocked the rest). AI answers vary between runs, so treat this as a directional snapshot, not a benchmark. Full answers and sources are available on request.