I Put "Ask Grok Who I Am" in My X Bio — Then Tested 9 AI Systems

Tacoma, WA vs. US National Field Card | 55 Core Matrix Runs + 2 Tacoma Follow-Ups (Nov 28, 2026)

52.7% Core Cite Rate
29 cited, 5 RNC, 21 absent (31/57 w/ follow-ups)

63.6-Pt Wording Gap
Tygart Media 90.9% vs. Will Tygart 27.3%

21 ChatGPT Ads / 0 Overlap
12 advertisers + 5 Bing Copilot RNC misses

DIRECT ANSWER

Across 55 core prompt runs and 2 Tacoma follow-ups on November 28, 2026, brand phrasing beat personal name phrasing by 63.6 percentage points: "Who is Tygart Media?" reached 90.9 percent citation across 11 tracks while "Who is Will Tygart?" reached 27.3 percent and the Tacoma buyer query hit 9.1 percent.

1. Citation Matrix by Prompt Wording (11 Engine & Geo Tracks Each)

Prompt wording	Cited	RNC	Absent	Rate
P02: Who is Tygart Media?	10	1	0	90.9%
P04: What does Will Tygart's agency Tygart Media do?	8	1	2	72.7%
P03: Who is @wtygart? (X handle and bio check)	7	1	3	63.6%
P01: Who is Will Tygart?	3	1	7	27.3%
P05: Best AI search visibility and AEO agency in Tacoma?	1	1	9	9.1%

2. Citation & Retrieval Behavior by Engine and Location Track

Engine track	Cited	RNC	Absent	Key behavior
Perplexity (live prompt)	5	0	0	100% cited; pulled /about-tygart-media.md and Tacoma rank #2
Grok (core + Tacoma bio follow-up)	4 (+1)	0	1	Quoted X bio verbatim and cited tygart.grok.me #1-#2
ChatGPT (Washington state location)	4 (+1)	0	1	P01 flipped ABSENT -> CITED #3/#14/#24; 21 cites on Tacoma follow-up
ChatGPT (US national baseline)	3	0	2	P01 absent in 76 words; West Virginia + hotel + Georgia guess
Google AI Mode (US national)	3	0	2	Cited P02, P03, P04; missed bare name and Tacoma buyer query
Google AI Mode (Tacoma pin)	1	0	4	Coordinates 47.25,-122.44 resolved 5/5; P03/P04 dropped ABSENT
Google AI Overviews (Tacoma vs. US)	2 vs 1	0	3 vs 4	P04 flipped ABSENT 246w -> CITED #6 in 310w with exact pricing
Gemini and Claude Sonnet 4.6 (each)	3	0	2	P01 name prompt missed; Claude guessed Travis/William/Will Taggart
Bing Copilot Search (live grounder)	0	5	0	Retrieved tygartmedia.com #1-#8 all 5 runs, still cited tygart.com

Page 2: Entity Hygiene, Commercial Ad Map & Operator Checklist

A. Entity Hygiene Across 46 Identity Runs (P01-P04 + Tacoma Bio Follow-Up)

1. Geography split: Seattle appeared in 24/46 runs (52.2%) vs. Tacoma in 23/46 runs (50.0%).

2. Retired training echoes: 18/46 runs (39.1%) still repeat 'Notion' in workflow descriptions; old 'Tag Makes' confusion fell to 0/46.

3. Commercial facts & handles: 16/46 (34.8%) quoted published 97 to 2,250 dollar pricing; 15/46 (32.6%) linked @wtygart.

4. Namesake collisions: US ChatGPT fell back to West Virginia records (apps.sos.wv.gov / tygarthotel.com) + Savannah GA guess on bare name; Bing Copilot cited tygart.com despite retrieving /about-tygart-media/ #1-#3.

B. Sponsored Ad Layer on ChatGPT (21 Placements, 12 Advertisers, 0/21 Organic Overlap)

1. Distribution: 11 US placements + 10 Tacoma placements; zero advertisers overlapped with any cited organic source.

2. Repeat buyers: ZoomInfo (6x across P01-P04), tkxel (2x on P03 US), Atlassian (2x on P03), Birdeye (2x on P04/P05 US), AirOps (2x on P04 Tacoma / P05 US).

3. Singletons (1x each): Forbes, National Public Records, Zyte, Genius Monkey, SOCi, Percepto, Fujisan Marketing.

4. Local Packs: 3 Google AI Overview local-pack cards + 5 ChatGPT local cards fired on Tacoma buyer intent.

C. FIVE-STEP OPERATOR ACTION CHECKLIST

1. Lock organization-to-founder entity schema with explicit sameAs links (X bio, Pricing, About) before chasing personal-name prompts.

2. Fix Bing Copilot RNC by placing crisp West Coast disambiguation and exact price bands in top-of-page answers, not buried prose.

3. Maintain paired LF Markdown twins (.md) on cornerstone pages; Perplexity cited /about-tygart-media.md across a 100% 5/5 sweep.

4. Treat local geo-pinning empirically: test Tacoma vs. US in both Google AIO (where Tacoma helped) and AI Mode (where it dropped).

5. Never confuse ad density with organic authority: monitor whether commercial buyer prompts shift from blue links into paid cards.

Full essay, sources, and methodology: https://tygartmedia.com/ask-grok-who-i-am-nine-ai-engines-tacoma-test/