

AI CITATIONS SERIES · NO. 6

The Webflow Agency AI Visibility Index

We asked ChatGPT, Perplexity and Gemini fifty questions a real Webflow buyer asks — by service, industry, geography and company size. They named **376 providers**. Exactly **two** are known to all three engines.

50 Webflow buyer questions · 150 answers · July 16, 2026 · US / English · **brand names come from answer text — all three engines count**

376 providers named across 150 answers 821 mentions	97% of providers are known to exactly one engine 365 of 376
2 providers known to all three engines Finsweet · Flow Ninja	4.2% of 1,464 real Webflow agencies were ever named internal roster · a floor

What was filtered, by rule. Before counting we removed any "provider" whose name contains the word *webflow* ("Webflow Experts directory", "the Webflow community" — Webflow's brand terms bar agencies from using the name, so these are references, not companies) plus talent marketplaces (Toptal, Upwork, Fiverr, Clutch, Contra, Dribbble, Behance): 24 entries, 91 mentions, full list in the dataset. Name variants are not folded, so counts are conservative floors. **The Index measures presence in AI answers, not quality** — no provider here has any commercial relationship with HarperFlow.

FINDING 01

The Index

#	PROVIDER	MENTIONS	ENGINES
1	Finsweet	90	3 / 3 ALL-THREE CLUB
2	Flow Ninja	62	3 / 3 ALL-THREE CLUB
3	Edgar Allan	39	2 / 3
4	Refokus	39	2 / 3
5	Flowbase	20	1 / 3 TEMPLATES — NOT AN AGENCY
6	Relume	18	1 / 3 COMPONENTS — NOT AN AGENCY
7	Veza Digital	14	1 / 3
8	Flowout	12	2 / 3
9	BX Studio	10	1 / 3
9	8020	10	2 / 3
9	AmPLY	10	1 / 3
9	Shadow Digital	10	1 / 3

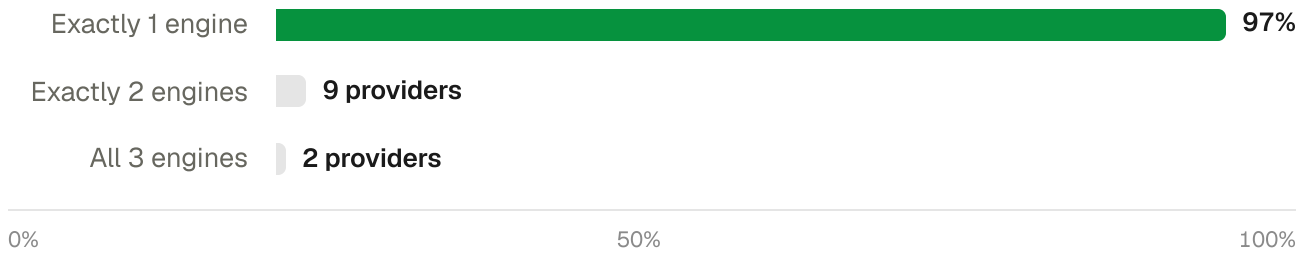
Finsweet's lead is enormous — 90 mentions is more than positions 5 through 12 combined. And note rows 5 and 6: asked for an *agency*, the engines put two *products* in the top six. They don't reliably distinguish "who can build this for me" from "what tool exists."

FINDING 02

The two-name club

How many engines know each provider?

376 providers · 50 questions · all 3 engines



Our general-market study found 79% of brands were single-engine. We expected a tight niche to consolidate — a small market where the engines converge on one short list. The opposite: **97%**. Each engine has assembled its own, almost entirely private, map of the Webflow market.

If your prospect asks ChatGPT and their colleague asks Perplexity, they hear about different companies.

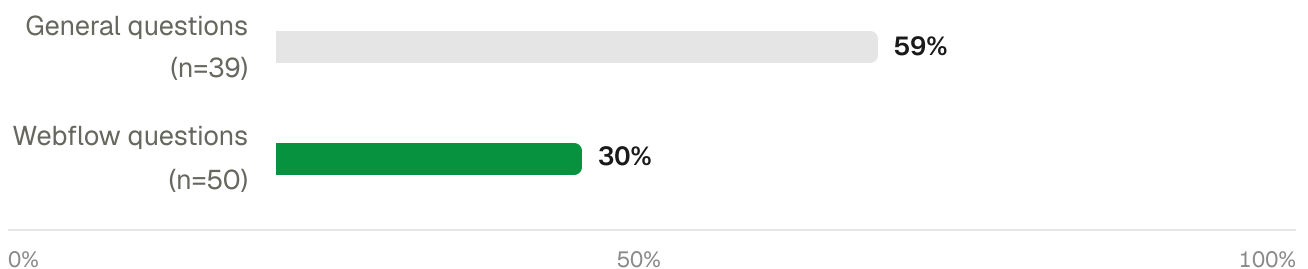
Unless you're one of two names, at most one of those conversations includes you.

FINDING 03

Engines agree *less* in the niche, not more

Questions where all three engines shared ≥ 1 recommendation

same day, same engines — July 16, 2026



At least two engines agreed on 80% of niche questions — but full three-way consensus halves when the questions get specialized. Niche depth doesn't create consensus; it removes

the universally famous names that produce it. The "three separate games" finding is at its most extreme exactly where specialized businesses live.

FINDING 04 · THE ONE THAT MATTERS

For 24 of 25 agencies, this is an existence problem

4.2%

We track **1,464 real Webflow-focused agencies** (a proprietary roster built from partner directories and public rosters, matched by normalized name and domain root). Across all 150 answers to all 50 questions, **61 of them were named even once, by any engine.**

There is a head — five names take 30% of all mentions — but the defining feature of this market's AI layer is *absence*: 95.8% of the real market is invisible to it. The gap between position 12 on the Index (10 mentions) and the median tracked agency (zero mentions, zero engines) is the entire game.

Label. The 4.2% is the one figure readers can't recompute from the public dataset (the roster is proprietary), and name/domain matching misses renames — treat it as a floor. Everything else on this page recomputes from `multi250.csv`, Set C.

WHAT TO DO ABOUT IT — IF YOU'RE A WEBFLOW AGENCY

Four things this data actually supports

01

Find out which engines know you exist

Before optimizing anything. Ask all three your own buyers' questions — given the 97% finding, one engine's answer tells you nothing about the other two.

02

Copy the club's mechanism, not its fame

Finsweet and Flow Ninja publish prolific, structured, genuinely useful material on their own domains — the exact page profile this series keeps finding in citations. That's a content posture, not a budget.

03

Don't fight the tools for mentions

Flowbase and Relume rank because engines conflate products with providers. Competing with component libraries for "best agency" mentions is the wrong battle.

04

Treat it as a standing index, not a verdict

Report No. 5 measured fortnight-scale churn in these same answers. A snapshot's losers are next month's entrants — we'll re-run it.

THE DATA

Every number, in one place

METRIC	SCOPE	VALUE
Questions / answers	Set C, all 3 engines	50 / 150
Named providers (after filter)	all 3 engines	376
Total mentions (after filter)	all 3 engines	821
Generic/marketplace entries removed	filter rule	24 entries / 91 mentions
Single-engine providers	all 3 engines	365 / 376 = 97%
Two-engine providers	all 3 engines	9
Known to all three	all 3 engines	2

METRIC	SCOPE	VALUE
Top-5 share of mentions	all 3 engines	250 / 821 = 30%
Niche all-3 agreement	Set C	15 / 50 = 30%
Niche ≥ 2 agreement	Set C	40 / 50 = 80%
General all-3 agreement, same day	Set A	59%
Tracked agencies ever named	internal roster, n=1,464	61 = 4.2%

QUESTIONS THIS REPORT ANSWERS

Quick answers, straight from the data

Which Webflow agencies do AI engines actually recommend?

Only two providers were named by all three engines across 50 Webflow buyer questions: Finsweet (90 mentions) and Flow Ninja (62). 97% of the 376 named providers are known to just one engine.

How many Webflow agencies are visible to AI at all?

61 of the 1,464 agencies we track (4.2%) were named even once by any engine — and that figure is a floor. For most of the market this is an existence problem, not a ranking problem.

Do the engines agree more on niche questions?

Less. All-three agreement was 30% on the Webflow questions versus 59% on general questions asked the same day — specialization removes the famous names that create consensus.

Do the engines know you exist?

Same method, pointed at your agency. We'll ask all three engines your buyers' questions and show you which ones name you — and which name someone else.

[Run the free audit →](#)

The 2026 AI Citations series · No. 6

By HarperFlow · July 16, 2026 · every figure recomputes from the released dataset

[Download the dataset](#)

[All six reports →](#)