

# Vurto.ai Manual

Getting started guide

## Overview

Vurto.ai is your SaaS solution to analyze and optimize the visibility of your brand, products, and categories in AI-driven search and conversational assistants.

This manual is designed to guide you step by step through the platform, whether you're a brand, an e-merchant, or an agency.

## Table of contents

1. Onboarding
2. Dashboard
3. Product pages
4. Recommendations
5. Advanced analyses
6. Settings

## 1. Onboarding

This first step lets you set up your workspace and launch your first analysis. The process is simple and fast, designed to provide a personalized experience from the first minutes.

### 1.1 Account creation and first login

You start by defining your profile and company information.

User types:

- Reseller: you sell products from multiple brands (Fnac, Amazon, Cdiscount...)
- Brand: you develop and manage your own brand (Nike, Adidas...)
- Agency: you manage visibility for multiple clients

### 1.2 Launching the first analysis

Once your account is validated, Vurto.ai runs an analysis of your website. Our AI connects to your site, analyzes its content, and prepares results by identifying relevant keywords, brands, and categories.

Automatic analysis process:

- 1) Website connection: our crawler explores your site content
- 2) AI analysis: the system identifies your keywords, brands, and categories
- 3) Results preparation: data is compiled and presented in your dashboards

### 1.3 Discovering your brand universe

## Vurto.ai - User Manual

The AI then proposes a selection of personalized "prompts" (questions), based on the extracted data. You can pick the most relevant prompts for your first visibility analysis.

## 2. Dashboard

Once the first analysis is complete, you receive an email notification and can access your dashboard - the control center for your visibility.

### 2.1 Overview and key metrics

The dashboard provides a high-level view of performance: visibility score, breakdown by source, and an overview of analyses by products, brands, categories, and keywords.

### 2.2 Navigating across analyses

Explore results in depth across different dimensions. Each section offers dedicated insights.

Dimensions:

- Brands: analyze brand perception and awareness across AIs
- Categories: evaluate positioning on specific product categories
- Keywords: track performance on strategic queries

## 3. Product pages

Vurto.ai helps you go further by analyzing and optimizing your product pages for generative AIs.

### 3.1 Launch a semantic analysis

From a product page, you can run a semantic analysis to assess its quality and alignment with AI expectations.

### 3.2 Understanding the AI semantic scoring

The analysis returns a detailed score out of 100 based on multiple criteria such as semantic depth, SEO optimization, structured data, etc.

Evaluated criteria: Title, Description, Structured data, FAQ, Technical specs, Customer reviews, Multimodality, Visual optimization, Out-of-context readability, Page structure.

### 3.3 Generate an optimized product page

In one click, ask Vurto.ai to generate an improved version of your product page. You'll be notified by email when it's ready.

### 3.4 Review and use the generated page

Open the generated version to review the proposed improvements (title, description, FAQ, etc.) and preview the HTML rendering before integrating it into your website.

## Vurto.ai - User Manual

Automatically enriched content can include: SEO & metadata, richer descriptions, technical specs, product FAQ, and media suggestions.

### 4. Recommendations

Get strategic recommendations to improve your positioning on specific prompts.

#### 4.1 Request a recommendation for a prompt

From an analysis, you can ask the Vurto Agent to generate an expert report with optimization recommendations.

#### 4.2 Read the Vurto.ai expert report

Once generated, you receive an email notification with the report attached. This report provides a visibility audit and concrete improvement opportunities.

Report content typically includes: Representation diagnosis, AI presence score, Sentiment & authority analysis, Hallucination & factual error detection, and Optimization recommendations.

### 5. Advanced analyses

Vurto.ai gives you the flexibility to launch custom analyses anytime.

#### 5.1 Select prompts and AI models

Choose the products, brands, or keywords to analyze, select relevant prompts, and pick the AI models you want to query.

AI models examples:

- OpenAI: ChatGPT (default)
- Perplexity: AI search engine
- Claude: Anthropic assistant

#### 5.2 Track analyses as they run

Monitor progress in real time in a dedicated interface, including credits used and estimated time.

### 6. Settings

The Settings section lets you manage your data on Vurto.ai.

#### 6.1 Catalog management

Add, edit, or delete products. You can add products manually, import in bulk, or clear the catalog.

#### 6.2 Category and keyword management

Organize products into categories and track strategic keywords.

## **Vurto.ai - User Manual**

### 6.3 Personas and projects

Define targets for more precise analyses and organize analyses by project. Note: only one project is available in the freemium plan.

## **Notifications & Support**

Vurto.ai keeps you informed at each key step through automated email notifications.

Notification types:

- Account validation: confirm your email address to activate your account
- First analysis completed: results are ready
- Generated product page: your optimized product page is available
- Recommendation ready: your expert report is available for download

Need help?

Our team is available to help you get the most out of Vurto.ai.

Contact: [support@vurto.ai](mailto:support@vurto.ai)

**© 2026 Vurto.ai**

All rights reserved.