Who AI Recommends: Laptops

How ChatGPT, Gemini and Google AI Overviews rank 16 laptop brands on ten buying questions, and what it takes to be the brand they name first.

PUBLISHED BY
Answer Engine Daily
answerenginedaily.com

ANALYSIS POWERED BY
markaeo
markaeo.com

ENGINES
ChatGPT · Gemini · Google AI Overviews
United States · October 2026

PLEASE READ FIRST

Important notice and disclaimer

Please read the terms on the last page before using, sharing or quoting this report.

AT A GLANCE

The laptops category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

16
laptop brands named
by at least one engine

6 of 10
questions where all three engines agree
on the #1 brand

5%
of citations point to brands' own websites
8 of 152 sources

97%
of answers mention Lenovo
the most of any brand

ABOUT THIS REPORT

This report is part of the Answer Engine Daily AEO Index. Every month we ask ChatGPT, Gemini and Google AI Overviews the same buying questions and record which brands they recommend, the order they put them in, and the sources they cite. This edition covers laptops through ten buying questions, from gaming laptops to laptops for seniors.

None of the questions names a brand, so every brand starts on equal terms.

CONTENTS

Executive summary 4
1 The laptops leaderboard 5
2 Winners and losers, question by question 7
The ten questions in detail 9
3 The engines disagree 19
4 Where AI learns about laptops 20
5 What leaders should do now 22
Appendix: brand scorecard 24
Methodology and definitions 25
About this index 26
Important notice and disclaimer 27

EXECUTIVE SUMMARY

Lenovo is in almost every AI laptop answer, yet Apple is most often named first

AI works from a short list of laptop brands. Only 16 are named across 30 answers, and three of them share all ten question wins. Lenovo leads the index because it shows up almost everywhere. Apple wins the most questions. Dell appears in 83% of answers and is never once ranked first.

KEY FINDINGS

1 **Lenovo leads the index. Apple wins the questions.**

Lenovo tops the index with an AI Rank Score of 71.7, helped by appearing in 97% of answers. Apple scores 64.3, and it is named first in 16 of 30 answers to Lenovo's 9. Of the ten questions, Apple wins six, Lenovo three and Asus one.

2 **Dell and HP are named often and never first.**

Dell appears in 83% of answers and HP in 70%, and neither is ranked first even once. Asus shows a smaller gap of the same kind, with 87% visibility and three first places. Since shoppers act on the first name an AI gives them, a mention further down the list is worth much less.

3 **Only three brands win anything.**

Apple takes students, video editing, programming, travel, seniors and the overall question. Lenovo takes business, budget and 2-in-1 laptops, and Asus wins gaming. Just 16 brands are named across all 30 answers. It is a tight shortlist.

4 **The engines agree more often than not.**

ChatGPT, Gemini and Google AI Overviews pick the same top brand for 6 of the 10 questions. Where they split, the detail matters. On budget laptops, Gemini and AI Overviews both rank Acer first, yet Lenovo wins the question with ChatGPT's first place and second place on the other two.

5 **AI learns about laptops from review sites and YouTube.**

Of the 152 sources the engines cited, 95% belong to someone other than the brand. TechRadar, Tom's Guide, RTINGS and Creative Bloq top the editorial list. Google AI Overviews cites YouTube 17 times and Google Shopping cards 20 times. Gemini cited sources in just 1 of its 10 answers.

6 **Samsung and Microsoft are largely missing.**

Samsung is absent from 8 of the 9 questions where it competes. Microsoft misses 4 of 9, and Acer 4 of 10. Even HP, a top five brand, is left out of the lightweight travel question entirely.

1 · THE LAPTOPS LEADERBOARD

Lenovo leads the AI shelf for laptops, with Apple a close second

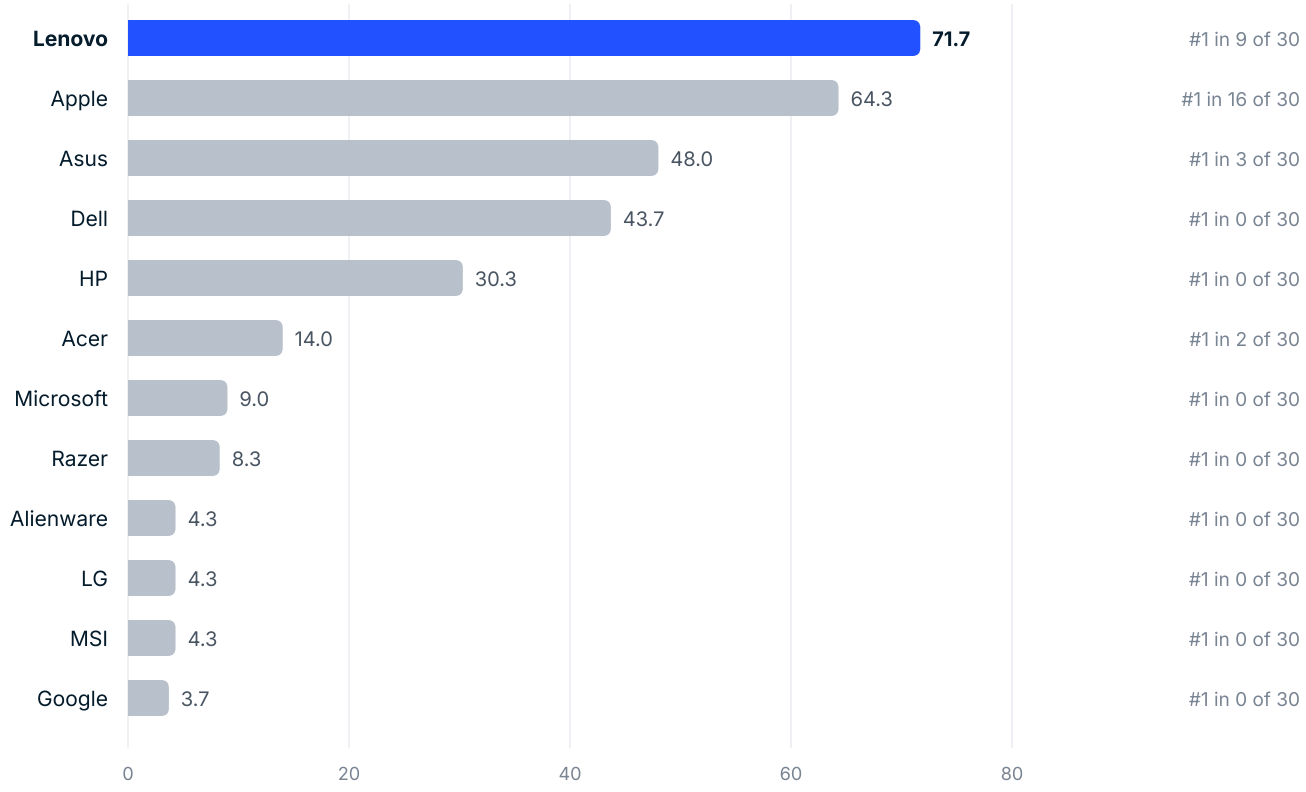
The AI Rank Score measures how high each engine places a brand in its recommendations across all ten questions. A perfect 100 would mean being named first by all three engines on every question. Lenovo's 71.7 is high because the same small group of brands turns up in nearly every laptop answer.

Lenovo's lead comes from breadth. It is named in 97% of answers and appears on all three engines for 9 of the 10 questions. Apple wins more often, though it appears in fewer answers (77%). Asus, Dell and HP follow with scores between 30.3 and 48.0. Sixth-placed Acer scores 14.0.

Exhibit 1

Lenovo ranks first on the AI Rank Score, and Apple is second.

AI Rank Score, laptops category, top 12 brands (0–100)



Figures on the right show how many of the 30 answers rank the brand #1.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Dell is named in 83% of laptop answers and never ranked first

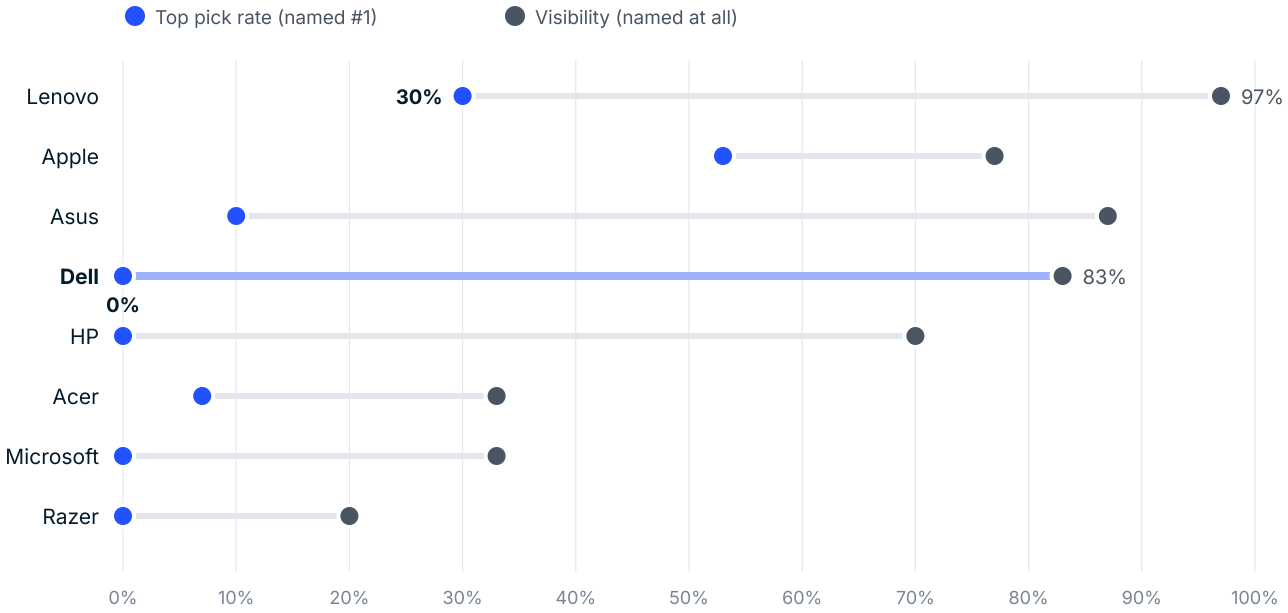
Visibility counts how often a brand is named at all, and the top pick rate counts how often it is named first. The gap between them tells us whether an engine treats a brand as the answer or as one more option on the list.

No brand has a wider gap than Dell. It appears in 83% of answers, more than Apple, and is the first pick in none of them. Gemini names it in every answer. HP has the same problem at 70% visibility. Apple is the best at turning visibility into first places, with 77% visibility and a 53% top pick rate.

Exhibit 2

Dell is named in most laptop answers and is never first.

Visibility and top pick rate, % of 30 AI answers, top 8 brands



Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Why first place matters

AI answers are short lists. A shopper who asks for "the best laptop brands for students" usually reads the first name or two and stops there. Brands in fourth or fifth place are still seen. They are rarely bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Apple wins six of the ten laptop questions

Taken one question at a time, the picture favors Apple. It wins six questions, including students, video editing and the overall question, and scores 100 on four of them. Lenovo wins business, budget and 2-in-1 laptops. Asus wins gaming, its only outright win. No other brand takes a question.

Exhibit 3

Apple, Lenovo and Asus win every laptop question between them.

AI Rank Score by question (0–100), top 8 brands; bold = question winner; – = not named by any engine

	Gaming	Business	Students	Budget	2-in-1	Video editing	Program-ming	Travel	Seniors	Overall
Lenovo	63	**100**	73	**87**	**100**	33	87	67	33	73
Apple	13	33	**100**	17	–	**100**	**93**	**100**	**87**	**100**
Asus	**93**	20	33	30	47	80	13	60	80	23
Dell	30	80	67	30	17	30	60	40	17	67
HP	7	53	7	60	80	13	13	–	43	27
Acer	3	–	7	80	10	–	–	–	37	3
Microsoft	3	27	3	–	50	–	–	3	–	3
Razer	50	–	–	–	–	30	3	–	–	–

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

What this means for brands

In a shortlist this tight, every question counts. Brands outside the top three should pick the uses where their laptops are strongest and build coverage there. Acer is close on budget laptops, scoring 80 with first place from two engines. Dell and HP need a question they can win. Today they have none.

Exhibit 4

Winners and losers on every laptop question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best gaming laptop brands	**Asus 93**	Lenovo 63	p. 9
2	Best business laptop brands	**Lenovo 100**	Dell 80	p. 10
3	Best laptop brands for students	**Apple 100**	Lenovo 73	p. 11
4	Best budget laptop brands	**Lenovo 87**	Acer 80	p. 12
5	Best 2-in-1 laptop brands	**Lenovo 100**	HP 80	p. 13
6	Best laptop brands for video editing	**Apple 100**	Asus 80	p. 14
7	Best laptop brands for programming	**Apple 93**	Lenovo 87	p. 15
8	Best lightweight travel laptop brands	**Apple 100**	Lenovo 67	p. 16
9	Best laptop brands for seniors	**Apple 87**	Asus 80	p. 17
10	Best laptop brands overall	**Apple 100**	Lenovo 73	p. 18

Each question has its own page with the full list of brands, engine positions and sources (see the Detail column).

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

QUOTE IT

#1 in AI answers for "Best laptop brands overall": Apple (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

Results apply to October 2026 only and are subject to the Important notice and disclaimer on the last page.

2 · QUESTION 1 OF 10

"Best gaming laptop brands"

Asus is the clear AI pick for gaming laptops

12	93	2 of 3	17
brands named across the three answers	AI Rank Score for Asus	engines agree on the #1 brand	sources cited, 2 from brand sites

Asus scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Lenovo instead. Lenovo is a distant second at 63. In total 12 brands are named, and the top three take 54% of all brand mentions.

Exhibit 4.1

Asus scores 93, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best gaming laptop brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Asus	93	**#1**	#2	**#1**	21.1%	3/3	2/3
2	Lenovo	63	#6	**#1**	#2	22.8%	3/3	1/3
3	Razer	50	#5	#3	#3	10.5%	3/3	0/3
4	MSI	43	#2	#7	#4	11.4%	3/3	0/3
5	Dell	30	#3	#5	–	8.8%	2/3	0/3
6	Alienware	17	#4	#6	–	8.8%	2/3	0/3
7	Apple	13	–	#4	–	1.8%	1/3	0/3
8	HP	7	#7	#8	–	4.4%	2/3	0/3
9	Acer	3	#8	–	–	3.5%	1/3	0/3
10	Framework	3	–	#9	–	3.5%	1/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards		2
pcgamer.com	1	1
quora.com		2
techradar.com		2

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Acer

QUOTE IT. #1 in AI answers for "Best gaming laptop brands": Asus (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

"Best business laptop brands"

Lenovo is the clear AI pick for business laptops

6	100	All 3	12
brands named across the three answers	AI Rank Score for Lenovo	engines agree on the #1 brand	sources cited, 1 from brand sites

Lenovo scores 100 and is the first pick on all three engines. Dell is a distant second at 80. The field is narrow. Only 6 brands are named, and the top three take 62% of all brand mentions.

Exhibit 4.2

Lenovo scores 100, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best business laptop brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Lenovo	100	**#1**	**#1**	**#1**	19.7%	3/3	3/3
2	**Dell**	80	#2	#2	#2	18.2%	3/3	0/3
3	**HP**	53	#4	#3	#3	24.1%	3/3	0/3
4	**Apple**	33	#3	#4	–	15.3%	2/3	0/3
5	**Microsoft**	27	#6	#5	#4	17.5%	3/3	0/3
6	**Asus**	20	#5	–	#5	5.1%	2/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
youtube.com	2
dell.com	1
laptopmag.com	1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best business laptop brands": Lenovo (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

"Best laptop brands for students"

Apple is the clear AI pick for laptops for students

9	100	All 3	14
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, 1 from brand sites

Apple scores 100 and is the first pick on all three engines. Lenovo is a distant second at 73. In total 9 brands are named, and the top three take 57% of all brand mentions.

Exhibit 4.3

Apple scores 100, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best laptop brands for students"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	100	**#1**	**#1**	**#1**	18.3%	3/3	3/3
2	Lenovo	73	#3	#2	#2	18.3%	3/3	0/3
3	Dell	67	#2	#3	#3	20.2%	3/3	0/3
4	Asus	33	#5	#5	#4	14.7%	3/3	0/3
5	Alienware	13	–	#4	–	0.9%	1/3	0/3
6	Google	13	#4	–	–	1.8%	1/3	0/3
7	Acer	7	#7	#8	–	2.8%	1/3	0/3
8	HP	7	#6	#6	–	11.9%	1/3	0/3
9	Microsoft	3	–	#7	–	11.0%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

tomsguide.com	2
youtube.com	2
creativebloq.com	1
effortlessmath.com	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Microsoft

QUOTE IT. #1 in AI answers for "Best laptop brands for students": Apple (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 4 OF 10

"Best budget laptop brands"

Lenovo leads AI answers for budget laptops, ahead of Acer

6	87	2 of 3	15
brands named across the three answers	AI Rank Score for Lenovo	engines agree on the #1 brand	sources cited, none from brand sites

Lenovo scores 87, although only ChatGPT ranks it first. Acer is close behind at 80, so this question could change hands next month. Gemini and Google AI Overviews put Acer first, while ChatGPT goes with Lenovo. In total 6 brands are named, and the top three take 56% of all brand mentions.

Exhibit 4.4

Lenovo scores 87, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best budget laptop brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Lenovo	87	**#1**	#2	#2	16.0%	3/3	1/3
2	Acer	80	#4	**#1**	**#1**	18.7%	3/3	2/3
3	HP	60	#2	#4	#3	21.3%	3/3	0/3
4	Asus	30	#5	#3	–	13.3%	2/3	0/3
5	Dell	30	#3	#5	–	17.3%	2/3	0/3
6	Apple	17	–	#6	#4	13.3%	2/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards		3
techradar.com	1	1
tomsguide.com	2	
youtube.com		2

Plus 6 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best budget laptop brands": Lenovo (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

"Best 2-in-1 laptop brands"

Lenovo is the clear AI pick for 2-in-1 laptops

8	100	All 3	12
brands named across the three answers	AI Rank Score for Lenovo	engines agree on the #1 brand	sources cited, none from brand sites

Lenovo scores 100 and is the first pick on all three engines. HP is a distant second at 80. The field is narrow. Only 8 brands are named, and the top three take 66% of all brand mentions.

Exhibit 4.5

Lenovo scores 100, out of 8 brands named.

AI Rank Score and engine positions, top 8 brands for "Best 2-in-1 laptop brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Lenovo	100	**#1**	**#1**	**#1**	26.1%	3/3	3/3
2	HP	80	#2	#2	#2	19.1%	3/3	0/3
3	Microsoft	50	#3	#3	#5	20.9%	3/3	0/3
4	Asus	47	#4	#4	#3	12.2%	3/3	0/3
5	Dell	17	–	#6	#4	8.7%	2/3	0/3
6	Acer	10	#5	–	–	2.6%	1/3	0/3
7	Samsung	10	–	#5	–	9.6%	1/3	0/3
8	Google	3	#6	–	–	0.9%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

bestbuy.com	1
cnet.com	1
creativebloq.com	1
laptopmag.com	1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Samsung and Acer

QUOTE IT. #1 in AI answers for "Best 2-in-1 laptop brands": Lenovo (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 6 OF 10

"Best laptop brands for video editing"

Apple is the clear AI pick for video editing laptops

7	100	All 3	18
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, none from brand sites

Apple scores 100 and is the first pick on all three engines. Asus is a distant second at 80. The field is narrow. Only 7 brands are named, and the top three take 65% of all brand mentions.

Exhibit 4.6

Apple scores 100, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best laptop brands for video editing"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	100	**#1**	**#1**	**#1**	26.7%	3/3	3/3
2	Asus	80	#2	#2	#2	20.9%	3/3	0/3
3	Lenovo	33	–	#4	#3	17.4%	2/3	0/3
4	Dell	30	#5	#3	–	18.6%	2/3	0/3
5	Razer	30	#3	#5	–	10.5%	2/3	0/3
6	Gigabyte	13	#4	–	–	3.5%	1/3	0/3
7	HP	13	–	–	#4	2.3%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com		4
Google Shopping cards		3
digitalcameraworld.com	1	1
bestbuy.com		1

Plus 8 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE HP

QUOTE IT. #1 in AI answers for "Best laptop brands for video editing": Apple (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

"Best laptop brands for programming"

Apple leads AI answers for laptops for programming, ahead of Lenovo

8	93	2 of 3	14
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, 1 from brand sites

Apple scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks Lenovo instead. Lenovo is close behind at 87, so this question could change hands next month. The field is narrow. Only 8 brands are named, and the top three take 74% of all brand mentions.

Exhibit 4.7

Apple scores 93, out of 8 brands named.

AI Rank Score and engine positions, top 8 brands for "Best laptop brands for programming"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	93	#2	**#1**	**#1**	21.7%	3/3	2/3
2	Lenovo	87	**#1**	#2	#2	24.5%	3/3	1/3
3	Dell	60	#3	#3	#3	28.3%	3/3	0/3
4	Asus	13	#5	#6	–	11.3%	2/3	0/3
5	Framework	13	–	#4	–	3.8%	1/3	0/3
6	HP	13	#4	–	–	4.7%	1/3	0/3
7	System76	10	–	#5	–	2.8%	1/3	0/3
8	Razer	3	#6	–	–	2.8%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

techradar.com	3	1
Google Shopping cards		3
creativebloq.com	2	
dell.com	1	

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE HP

QUOTE IT. #1 in AI answers for "Best laptop brands for programming": Apple (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

"Best lightweight travel laptop brands"

Apple is the clear AI pick for lightweight travel laptops

6	100	All 3	19
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, 2 from brand sites

Apple scores 100 and is the first pick on all three engines. Lenovo is a distant second at 67. In total 6 brands are named, and the top three take 53% of all brand mentions.

Exhibit 4.8

Apple scores 100, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best lightweight travel laptop brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	100	#1	#1	#1	21.9%	3/3	3/3
2	Lenovo	67	#2	#2	#4	16.7%	3/3	0/3
3	Asus	60	#4	#3	#2	14.6%	3/3	0/3
4	LG	43	#5	#4	#3	14.6%	3/3	0/3
5	Dell	40	#3	#5	#5	19.8%	3/3	0/3
6	Microsoft	3	–	#6	–	12.5%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

Google Shopping cards	3
dell.com	1
petematheson.com	1
youtube.com	1

Plus 13 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Microsoft

QUOTE IT. #1 in AI answers for "Best lightweight travel laptop brands": Apple (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

"Best laptop brands for seniors"

Apple leads AI answers for laptops for seniors, ahead of Asus

7	87	2 of 3	20
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, 1 from brand sites

Apple scores 87. Two of the three engines rank it first. Google AI Overviews puts it at #3 and picks Asus instead. Asus is close behind at 80, so this question could change hands next month. In total 7 brands are named, and the top three take 55% of all brand mentions.

Exhibit 4.9

Apple scores 87, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best laptop brands for seniors"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	87	**#1**	**#1**	#3	29.2%	3/3	2/3
2	Asus	80	#2	#3	**#1**	9.2%	3/3	1/3
3	HP	43	#6	#4	#2	16.9%	3/3	0/3
4	Acer	37	–	#2	#5	9.2%	2/3	0/3
5	Lenovo	33	#5	#5	#4	16.9%	3/3	0/3
6	Google	20	#3	–	–	3.1%	1/3	0/3
7	Dell	17	#4	#6	–	15.4%	2/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	4
Google Shopping cards	3
quora.com	2
tomsguide.com	2

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best laptop brands for seniors": Apple (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

"Best laptop brands overall"

Apple is the clear AI pick for laptops overall

9	100	All 3	11
brands named across the three answers	AI Rank Score for Apple	engines agree on the #1 brand	sources cited, none from brand sites

Apple scores 100 and is the first pick on all three engines. Lenovo is a distant second at 73. In total 9 brands are named, and the top three take 58% of all brand mentions.

Exhibit 4.10

Apple scores 100, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best laptop brands overall"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple	100	**#1**	**#1**	**#1**	15.1%	3/3	3/3
2	Lenovo	73	#3	#2	#2	20.6%	3/3	0/3
3	Dell	67	#2	#3	#3	22.2%	3/3	0/3
4	HP	27	#5	#6	#4	16.7%	3/3	0/3
5	Asus	23	#4	#5	–	9.5%	2/3	0/3
6	Framework	13	–	#7	#5	7.1%	2/3	0/3
7	Alienware	13	–	#4	–	0.8%	1/3	0/3
8	Acer	3	#7	–	–	4.0%	1/3	0/3
9	Microsoft	3	#6	–	–	4.0%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

compareelectronic.com	1
pcmag.com	1
reddit.com	1
rtings.com	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Acer and Microsoft

QUOTE IT. #1 in AI answers for "Best laptop brands overall": Apple (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

3 · THE ENGINES DISAGREE

The engines agree on six of ten questions and split on the rest

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for six of the ten questions. Their answers still look very different. Gemini writes the longest (about 1,200 words) and names 6.5 brands, while Google AI Overviews stops at about 210 words and 4.4 brands.

For individual brands, the splits count. ChatGPT names Asus in all ten of its answers yet ranks it first only once. Gemini and AI Overviews each name Lenovo in every answer. Acer's two first places both come on budget laptops, one from Gemini and one from AI Overviews.

Exhibit 5

Engines split on four of the ten laptop questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best gaming laptop	Asus	Lenovo	Asus	Split
Best business laptop	Lenovo	Lenovo	Lenovo	✓ All agree
Best laptop for students	Apple	Apple	Apple	✓ All agree
Best budget laptop	Lenovo	Acer	Acer	Split
Best 2-in-1 laptop	Lenovo	Lenovo	Lenovo	✓ All agree
Best laptop for video editing	Apple	Apple	Apple	✓ All agree
Best laptop for programming	Lenovo	Apple	Apple	Split
Best lightweight travel laptop	Apple	Apple	Apple	✓ All agree
Best laptop for seniors	Apple	Apple	Asus	Split
Best laptop overall	Apple	Apple	Apple	✓ All agree

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Visibility and #1 picks by engine, top 6 brands (% of each engine's 10 answers / number of #1 picks)

BRAND	CHATGPT	GEMINI	AI OVERVIEWS
Lenovo	90% / 4×#1	100% / 3×#1	100% / 2×#1
Apple	70% / 5×#1	90% / 6×#1	70% / 5×#1
Asus	100% / 1×#1	90% / 0×#1	70% / 2×#1
Dell	90% / 0×#1	100% / 0×#1	60% / 0×#1
HP	80% / 0×#1	70% / 0×#1	60% / 0×#1
Acer	50% / 0×#1	30% / 1×#1	20% / 1×#1

4 · WHERE AI LEARNS ABOUT LAPTOPS

Google AI Overviews leans on YouTube, ChatGPT on review sites

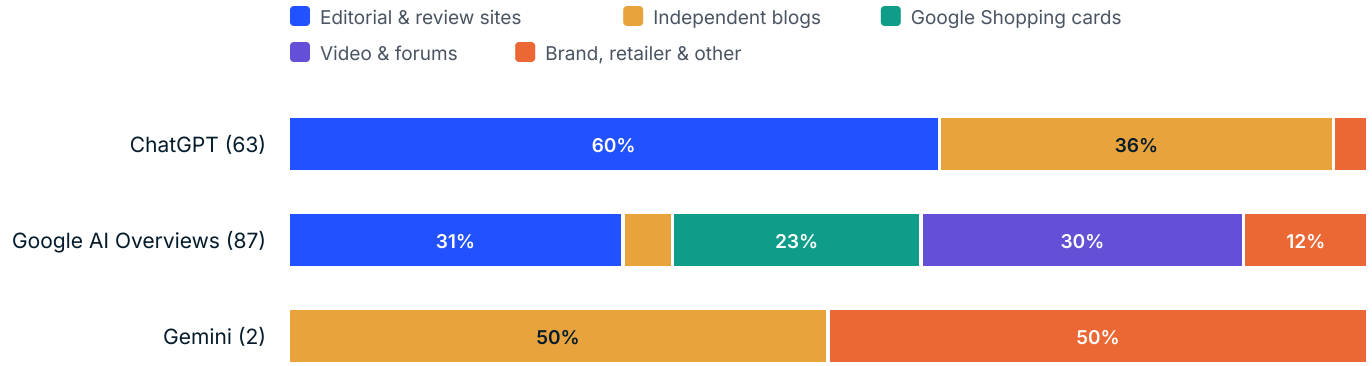
Across the ten questions, the engines cited 152 sources from 52 websites. Just 8 of those citations (5%) lead to a brand's own website. The rest come from review sites, independent blogs, YouTube, Reddit, retailers and Google Shopping.

ChatGPT draws 60.3% of its citations from editorial reviews such as TechRadar and Tom's Guide, and it cited no Reddit or YouTube pages. Google AI Overviews does the opposite. Video and forums make up 29.9% of its citations, and YouTube alone is cited 17 times. Gemini cited just 2 sources across its 10 laptop answers.

Exhibit 6

Outside sources supply 95% of the citations behind AI laptop recommendations.

Share of cited sources by type and engine, %



Figures in brackets show how many sources each engine cited across the 10 questions. Gemini cited sources in 1 of its 10 answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5%	0	23%	1 of 10
of citations come from brands' own websites	Reddit or YouTube citations by ChatGPT in this category	of AI Overviews' citations are Google Shopping cards	Gemini answers that cite any source

Apple is the main brand on 34 of the cited pages

We read the 71 cited articles we could open. Lenovo is mentioned on 73% of them, Dell on 69% and Apple on 68%. Apple is the main brand on 34 pages and Lenovo on 12. Dell leads just 4, which we think helps explain its missing first places.

Exhibit 7

Dell appears on most cited pages, yet it leads very few of them.

Share of 71 cited articles that mention each brand, number of articles where it is the most mentioned brand, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
Lenovo	73%	12	9
Apple	68%	34	16
Asus	62%	7	3
Dell	69%	4	0
HP	52%	6	0
Acer	48%	3	2

Based on the 71 of 108 cited article pages we could open. Video, social and Google Shopping links are excluded. A brand counts as the main brand on a page when it is mentioned more often than any other.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Exhibit 8

Eight websites carry the most weight in AI answers about laptops.

Most cited domains across 30 answers, with the engines that cited them and the brands they feature most

ChatGPT · Gemini · Google AI Overviews · Number = citations by that engine

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
Google Shopping cards	20	20	7	Product listings
youtube.com	17	17	8	Video and discussion (not analyzed)
techradar.com	14	12 · 2	9	Dell, Lenovo, Apple, HP
tomsguide.com	10	10	7	Apple, Dell, Lenovo, Asus
rtings.com	7	7	7	Page could not be opened
creativebloq.com	6	6	5	Apple, Asus, Dell, Microsoft
laptopmag.com	5	3 · 2	5	Apple, Dell, HP, Lenovo
pcmag.com	5	5	5	Apple, Dell, HP, Lenovo

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5 · WHAT LEADERS SHOULD DO NOW

What leaders should do now

CEOs

- Track AI recommendation share alongside market share and brand health. In laptops they can point in different directions.
- Ask your team for the top pick rate. Dell's 83% visibility comes with no first places at all.
- Fund this as an ongoing program. The engines change their answers every month, and a one-off campaign will fade.

CMOs

- Pick the questions you must win ("best laptops for programming", for example) and measure each engine separately.
- Get your models to the top of reviews for specific users, such as students or video editors, and of the general roundups too.
- Treat Google Shopping product data as part of AEO. It supplies 23% of AI Overviews' laptop citations.

Brand & PR teams

- Prioritize tested reviews (TechRadar, Tom's Guide, RTINGS, PCMag, Laptop Mag) over general news coverage.
- Get honest hands-on reviews onto YouTube. AI Overviews cited YouTube 17 times across 8 questions.
- Start with pages that already mention you but cover another brand first. New placements can wait.

Agencies

- Report the AI Rank Score and the top pick rate on a fixed set of questions, one engine at a time.
- Map the sources behind each competitor's #1 picks, then plan coverage on those same sources.
- Benchmark results each month against the Answer Engine Daily index.

The laptop citation playbook: where to get cited

Every source below was cited by at least one engine while answering this month's ten laptops questions. The number in brackets is how often it was cited.

Must win

Cited across engines and questions

- TechRadar (14 citations, 9 questions)
- YouTube reviews (17, AI Overviews only)
- Google Shopping product listings (20, AI Overviews only)
- Tom's Guide (10, ChatGPT only)

Editorial

Shapes ChatGPT's and AI Overviews' shortlists

- RTINGS (7)
- Creative Bloq (6)
- Laptop Mag (5)
- PCMag (5)
- Windows Central (4)

Community & retail

Lends credibility on questions about specific users

- Reddit (5)
- Quora (4)
- Best Buy (4)

See the full picture for your brand

The public index shows where your brand stands this month. A private markaeo audit goes further. It benchmarks you against the competitors you name across hundreds of questions, tracks each engine every week and lists the exact pages behind each competitor's #1 picks. It also ties AI visibility to your traffic and revenue. **markaeo.com**

APPENDIX

Brand scorecard: the 16 highest ranked laptops brands

Exhibit A1

All eight index metrics for laptops.

Percentages are shares of the 30 AI answers. Missing counts questions where the brand sells in the segment but no engine named it

#	BRAND	AI RANK SCORE	VISIBILITY	RECOM-MENDATION	TOP PICK	SHARE OF VOICE	ALL 3 ENGINES	SHOPPING CARDS	OWN-SITE CITES	MISSING
1	**Lenovo**	**71.7**	97%	97%	30%	20.3%	9/10	5	3	0 of 10
2	**Apple**	**64.3**	77%	77%	53%	15.4%	6/10	4	0	0 of 8
3	**Asus**	**48.0**	87%	87%	10%	12.9%	6/10	3	1	0 of 10
4	**Dell**	**43.7**	83%	83%	0%	17.8%	5/10	2	3	0 of 10
5	**HP**	**30.3**	70%	67%	0%	12.4%	5/10	3	1	1 of 10
6	**Acer**	**14.0**	33%	30%	7%	3.4%	1/10	1	0	4 of 10
7	**Microsoft**	**9.0**	33%	30%	0%	7.6%	2/10	1	0	4 of 9
8	**Razer**	**8.3**	20%	20%	0%	2.3%	1/10	0	0	0 of 1
9	**Alienware**	**4.3**	13%	13%	0%	1.2%	0/10	0	0	0 of 1
10	**LG**	**4.3**	10%	10%	0%	1.4%	1/10	1	0	–
11	**MSI**	**4.3**	10%	10%	0%	1.3%	1/10	0	0	0 of 1
12	**Google**	**3.7**	10%	10%	0%	0.5%	0/10	20	0	–
13	**Framework**	**3.0**	13%	13%	0%	1.7%	0/10	0	0	–
14	**Gigabyte**	**1.7**	7%	7%	0%	0.6%	0/10	0	0	–
15	**Samsung**	**1.0**	3%	3%	0%	1.1%	0/10	0	0	8 of 9
16	**System76**	**1.0**	3%	3%	0%	0.3%	0/10	0	0	–

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

METHODOLOGY

How the index is built

Questions	Ten fixed buying questions that never name a brand.
Engines	ChatGPT (OpenAI), Gemini (Google) and Google AI Overviews, run on 21 October 2026. One answer per question per engine, 30 answers in all.
Location	All answers were collected from a single city in the United States. AI engines tailor answers to where the user is, so people asking the same questions from other cities, states or countries may see different brands, rankings and sources.
Brand detection	We match brand names and their product lines in each answer and checked samples of the matches by hand. ThinkPad, Legion and Yoga count as Lenovo, and MacBook counts as Apple.
Rank	A brand's position in the engine's list of recommendations. If an answer has no list, we use the order in which brands are named.
AI Rank Score	Points by position (#1 = 10, #2 = 8, #3 = 6, #4 = 4, #5 = 3, lower = 1, not named = 0), added up across engines and questions and scaled to 100.
Visibility	Share of the 30 answers that name the brand.
Recommendation rate	Share of answers that include the brand in the AI's list of picks.
Top pick rate	Share of answers that rank the brand #1.
Share of voice	The brand's share of all brand mentions in the category.
Missing	A major brand that sells in the segment but that none of the three engines named for that question.
Sources	We classified all 152 citations by type and read the 71 article pages we could open to see which brands each one covers.
Limitations	One run per engine, from one U.S. location. AI answers vary between runs, over time and by location. Gemini returned sources for 1 of its 10 laptops answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN LAPTOPS QUESTIONS

1. Best gaming laptop brands
2. Best business laptop brands
3. Best laptop brands for students
4. Best budget laptop brands
5. Best 2-in-1 laptop brands
6. Best laptop brands for video editing
7. Best laptop brands for programming
8. Best lightweight travel laptop brands
9. Best laptop brands for seniors
10. Best laptop brands overall

ABOUT

About this index

Answer Engine Daily

answerenginedaily.com

Answer Engine Daily publishes a free monthly U.S. index of how AI engines rank brands. It tracks 200 buying questions across 20 consumer categories, including footwear, skincare, credit cards and airlines.

markaeo

markaeo.com

markaeo runs private AEO audits for brands and agencies. It benchmarks a brand against named competitors across hundreds of questions and tracks each engine separately. It also connects AI visibility to traffic and revenue.

How to cite this report

Brands named #1 may quote their result if they include the question, the month and a link, for example: "#1 in AI answers for 'Best laptop brands overall', Answer Engine Daily AEO Index, U.S., October 2026 (answerenginedaily.com), powered by markaeo.com."

This report records how AI engines answered a fixed set of questions on one date. It says nothing about product quality. Brand names are trademarks of their owners and appear here for identification only. Results will move from month to month as the engines update.

TERMS OF USE

Important notice and disclaimer

Please read this notice before using, sharing or quoting this report. By reading, using, sharing or quoting any part of it, you accept the terms below, including Indian law and the exclusive jurisdiction of the courts at New Delhi, India (section 11).

1. What this report is

This report is an independent, observational study of how three third-party AI answer engines (ChatGPT by OpenAI, Gemini by Google and Google AI Overviews) answered a fixed set of ten buying questions about laptops. It records what those engines said. It is not a review, test, rating, certification or endorsement of any product, service, brand or company, and it makes no claim about the quality, safety, performance, value or suitability of anything named in it.

2. One location, one date

All answers were collected on 21 October 2026 from a single location in one city in the United States, with one query per question per engine. AI answers are personalized and change with location, time, device, account history, language and model updates, and the same question asked twice can produce a different answer. People in other cities, states or countries, or on other dates, may see different brands, rankings and sources. The findings describe these answers only. They are not representative of all users, all locations or the market as a whole.

3. Third-party AI content

The answers analyzed were generated by AI systems that Answer Engine Daily does not own, operate or control. We do not verify the accuracy of those answers and are not responsible for their content, including any errors, omissions or out-of-date statements. This report is not affiliated with, sponsored by or endorsed by OpenAI, Google or any company named in it.

4. Method and possible errors

Brand mentions, list positions and source types were identified by automated matching with manual checks. Errors in detection, attribution or classification remain possible. The AI Rank Score and other metrics are measures we constructed, defined in the methodology section; other methods could produce different results. Words such as "winner", "leader" and "top pick" refer only to positions in the AI answers analyzed.

5. No advice, no reliance

Nothing in this report is financial, insurance, medical, nutritional, legal, investment or purchasing advice. Do not rely on it to make purchasing, investment, marketing or other business decisions without your own independent research and, where relevant, professional advice.

6. No paid placement

No brand paid to be included, ranked or left out, and rankings reflect only the AI answers collected. The analysis is provided by markaeo, which sells AI visibility audits to brands and agencies; the results in this report are not changed for any customer.

7. Trademarks

All product names, brand names, logos and trademarks belong to their respective owners. They appear here only to identify the brands that appeared in AI answers, and their use does not imply any affiliation, sponsorship or endorsement.

8. No warranty, limitation of liability

This report is provided "as is" and "as available", without warranties of any kind, express or implied, including warranties of accuracy, completeness, merchantability or fitness for a particular purpose. To the fullest extent permitted by law, Answer Engine Daily, markaeo and their owners, officers, employees and contributors accept no liability for any loss or damage arising from use of, or reliance on, this report or its contents.

9. Quoting results

A brand may quote its result only together with the question, the month (October 2026) and a link to answerenginedaily.com, and only in a way that does not suggest a test, review or endorsement by Answer Engine Daily. Results apply only to the month stated and may change in later editions.

10. Corrections

If you believe a figure in this report is wrong, contact us through answerenginedaily.com. We will review the underlying data and correct published figures where the data supports a correction.

11. Governing law and exclusive jurisdiction

This report, this notice and any dispute or claim arising out of or in connection with them, their subject matter, their publication or their use (including non-contractual disputes or claims) are governed by and construed in accordance with the laws of India, without regard to conflict of law rules. The courts at New Delhi, India have exclusive jurisdiction over any such dispute or claim. By reading, using, sharing or quoting this report, you irrevocably submit to the exclusive jurisdiction of those courts, waive any objection to proceedings there on grounds of venue or inconvenient forum, and agree not to bring any such dispute or claim in the courts of any other city or country, including the United States.

12. Severability and language

If any part of this notice is found invalid or unenforceable, that part is limited to the minimum extent necessary and the rest remains in full force. The English text of this notice is the only authoritative version.

© 2026 Answer Engine Daily. All rights reserved. This report may not be reproduced in full, sold or redistributed without written permission. Short quotations with attribution are permitted as described above.