



5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

FUNERAL SERVICES VISIBILITY INDEX

Which funeral and cremation providers AI names
288 AI answers · October 28, 2026

Measured :

October 28, 2026
24 questions x 3 runs · 288 AI answers

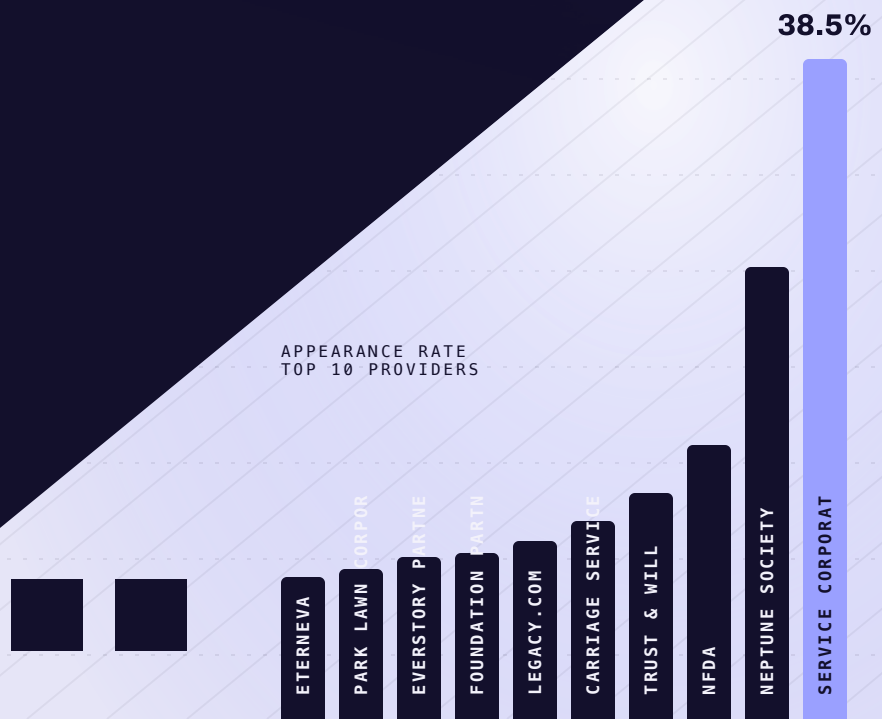
Engines :

ChatGPT · Claude · Gemini · Perplexity
plus 58 Google AI Overviews

Prepared by :

5W Public Relations
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APPEARANCE RATE
TOP 10 PROVIDERS



AT A GLANCE

Service Corporation International leads. Neptune Society is second.

Service Corporation International was the provider that ChatGPT, Claude, Gemini and Perplexity named most often. Service Corporation International appeared in 111 of 288 answers (38.5%) measured on October 28, 2026. Neptune Society came next at 76 of 288 (26.4%). Service Corporation International was named first more often than any other provider, in 62 of 288 answers. Google AI Overviews appeared on 58 of 59 searches (98.3%).

Version 2. This version replaces the first version of this study, first published April 4, 2026. It uses measured counts, so the two versions are not comparable.

288

AI answers analyzed across
ChatGPT, Claude, Gemini
and Perplexity

38.5%

of answers named Service
Corporation International,
the most-named (111 of
288)

20

tracked providers named at
least once (of 26)

98.3%

of Google searches showed
an AI Overview (58 of 59)

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01

What the data shows

KEY FINDINGS

MOST NAMED

111/288
(38.5%)

Service Corporation International appeared in 111 of 288 four-engine answers (CI 33.1–44.3%). Neptune Society appeared in 76 of 288 (26.4%, CI 21.6–31.8%). The intervals do not overlap.

NAMED FIRST

62/288
(21.5%)

Service Corporation International was the first provider named in 62 of 288 answers, more than any other tracked provider. Average first position: 1.6.

GEMINI SKEW

13/72
(18.1%)

Gemini named After.com in 13 of 72 answers. The other engines did so in 0 to 4 of 72.

AIO TRIGGER

58/59
(98.3%)

Google AI Overviews appeared on 58 of 59 searches (CI 91–99.7%). On the other search, no overview was shown.

AIO LEADER

11/58 (19%)

After.com was the provider named most often in AI Overviews, at 11 of 58, followed by Service Corporation International at 9 of 58 (15.5%). In the four-engine set, After.com was named in 21 of 288 answers (7.3%).

TOP DOMAIN

65/279
(23.3%)

us-funerals.com was cited in 65 of 279 grounded four-engine answers, with 92 of 2,434 citations (3.8%). dignitymemorial.com came second with 82 citations in 47 answers (16.8%).

NO TRACKED NAME

0/12 (0%)

For 'Which national organizations offer grief and bereavement resources?', none of the tracked providers was named in any of 12 four-engine answers.

OWN-SITE CITATIONS

54/279
(19.4%)

Service Corporation International's own domains were cited in 54 of 279 grounded answers (19.4%), more than any other tracked name. After.com followed at 35 of 279. In Google AI Overviews, After.com's site was cited in 9 of 58 overviews. 9 tracked names had no own-site citation.

02

THE LEADERBOARD

Which providers AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



02

THE LEADERBOARD

The full list

Own-domain citation is the share of 279 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,434 citations.

#	PROVIDER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Service Corporation International	111/288	<div><div></div></div> 38.5%	33.1–44.3%	1.6	19.4% (54/279)	3.9%
2	Neptune Society	76/288	<div><div></div></div> 26.4%	21.6–31.8%	2	9.3% (26/279)	1.1%
3	NFDA	46/288	<div><div></div></div> 16%	12.2–20.6%	1.4	5.7% (16/279)	0.9%
4	Trust & Will	38/288	<div><div></div></div> 13.2%	9.8–17.6%	1.1	5% (14/279)	0.7%
5	Carriage Services	33/288	<div><div></div></div> 11.5%	8.3–15.7%	3.2	4.3% (12/279)	0.5%
6	Legacy.com	30/288	<div><div></div></div> 10.4%	7.4–14.5%	1.6	6.5% (18/279)	0.9%
7	Foundation Partners Group	28/288	<div><div></div></div> 9.7%	6.8–13.7%	3.4	0.4% (1/279)	0%
8	Everstory Partners	27/288	<div><div></div></div> 9.4%	6.5–13.3%	3.6	0.4% (1/279)	0%
9	Park Lawn Corporation	25/288	<div><div></div></div> 8.7%	5.9–12.5%	4.5	1.1% (3/279)	0.1%
10	Eterneva	24/288	<div><div></div></div> 8.3%	5.7–12.1%	1	5.7% (16/279)	0.7%
11	INELDA	24/288	<div><div></div></div> 8.3%	5.7–12.1%	1	6.1% (17/279)	0.7%
12	After.com	21/288	<div><div></div></div> 7.3%	4.8–10.9%	2.6	12.5% (35/279)	2.2%
13	NorthStar Memorial Group	16/288	<div><div></div></div> 5.6%	3.4–8.8%	5.4	0% (0/279)	0%
14	Forest Lawn	8/288	<div><div></div></div> 2.8%	1.4–5.4%	1.4	2.2% (6/279)	0.2%
15	Matthews International	6/288	<div><div></div></div> 2.1%	1–4.5%	4.7	0% (0/279)	0%
16	Everplans	4/288	<div><div></div></div> 1.4%	0.5–3.5%	2	3.6% (10/279)	0.4%
17	Cake	2/288	<div><div></div></div> 0.7%	0.2–2.5%	3	0% (0/279)	0%
18	Cremation Society of America	2/288	<div><div></div></div> 0.7%	0.2–2.5%	2	0% (0/279)	0%
19	Newcomer Funeral Service Group	2/288	<div><div></div></div> 0.7%	0.2–2.5%	4.5	0% (0/279)	0%
20	Lantern	1/288	<div><div></div></div> 0.3%	0.1–1.9%	3	0% (0/279)	0%

03

PROFILES

The top eight, side by side

RANK 1

**Service Corporation International**

111/288 answers · 95% CI 33.1–44.3%

1.6

first-mention position

19.4%owned-domain citation
(54/279)**3.9%**

citation share

RANK 2

**Neptune Society**

76/288 answers · 95% CI 21.6–31.8%

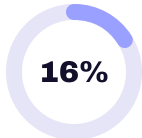
2

first-mention position

9.3%owned-domain citation
(26/279)**1.1%**

citation share

RANK 3

**NFDA**

46/288 answers · 95% CI 12.2–20.6%

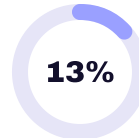
1.4

first-mention position

5.7%owned-domain citation
(16/279)**0.9%**

citation share

RANK 4

**Trust & Will**

38/288 answers · 95% CI 9.8–17.6%

1.1

first-mention position

5%owned-domain citation
(14/279)**0.7%**

citation share

RANK 5

**Carriage Services**

33/288 answers · 95% CI 8.3–15.7%

3.2

first-mention position

4.3%owned-domain citation
(12/279)**0.5%**

citation share

RANK 6

**Legacy.com**

30/288 answers · 95% CI 7.4–14.5%

1.6

first-mention position

6.5%owned-domain citation
(18/279)**0.9%**

citation share

RANK 7

**Foundation Partners Group**

28/288 answers · 95% CI 6.8–13.7%

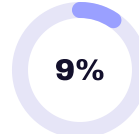
3.4

first-mention position

0.4%owned-domain citation
(1/279)**0%**

citation share

RANK 8

**Everstory Partners**

27/288 answers · 95% CI 6.5–13.3%

3.6

first-mention position

0.4%owned-domain citation
(1/279)**0%**

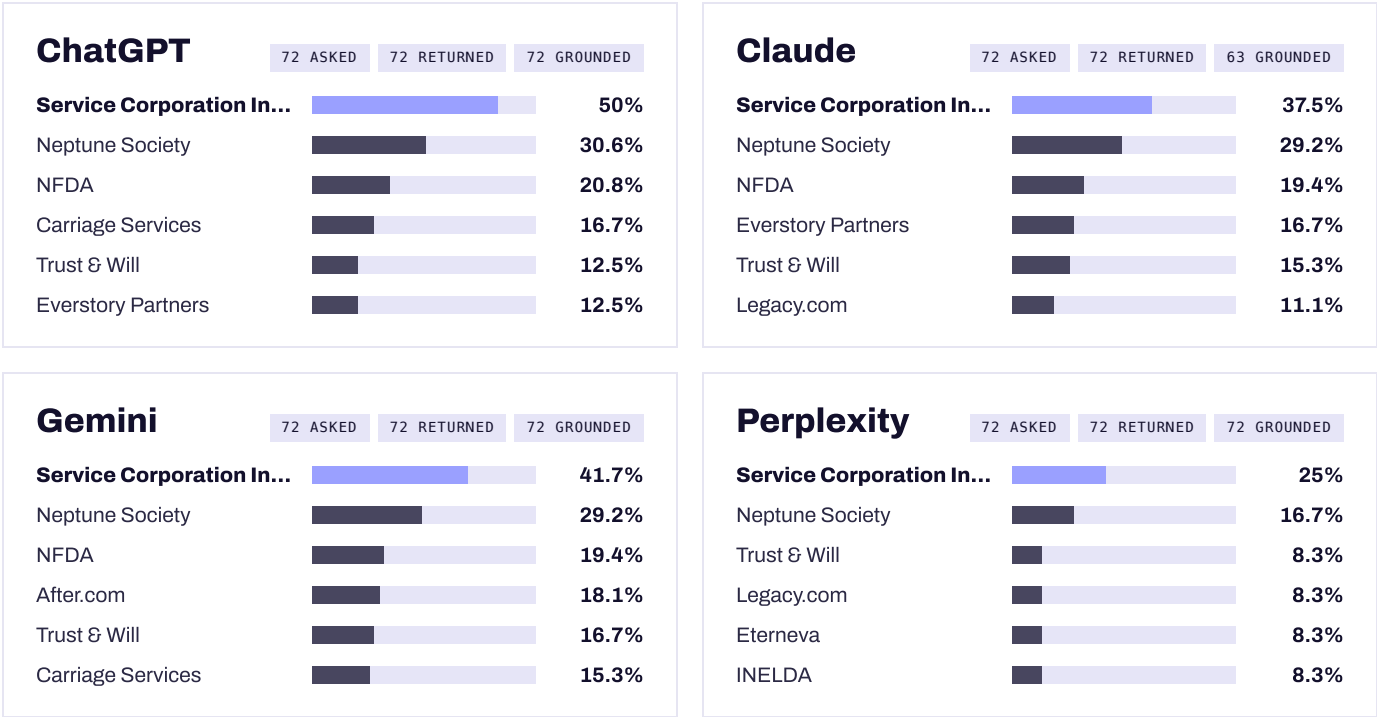
citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named After.com in 13 of 72 answers. The other engines did so in 0 to 4 of 72.



05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 59 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use $288 + 58 = 346$ answers.

TRIGGER RATE



Google AI Overviews appeared on 58 of 59 searches (98.3%, CI 91–99.7%). The other search showed no overview. Within the 58 overviews, After.com was named in 11 (19%), Service Corporation International was named in 9 (15.5%), Neptune Society was named in 6 (10.3%), Legacy.com was named in 6 (10.3%). after.com was the most-cited source, with 9 citations and an appearance in 9 of 58 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

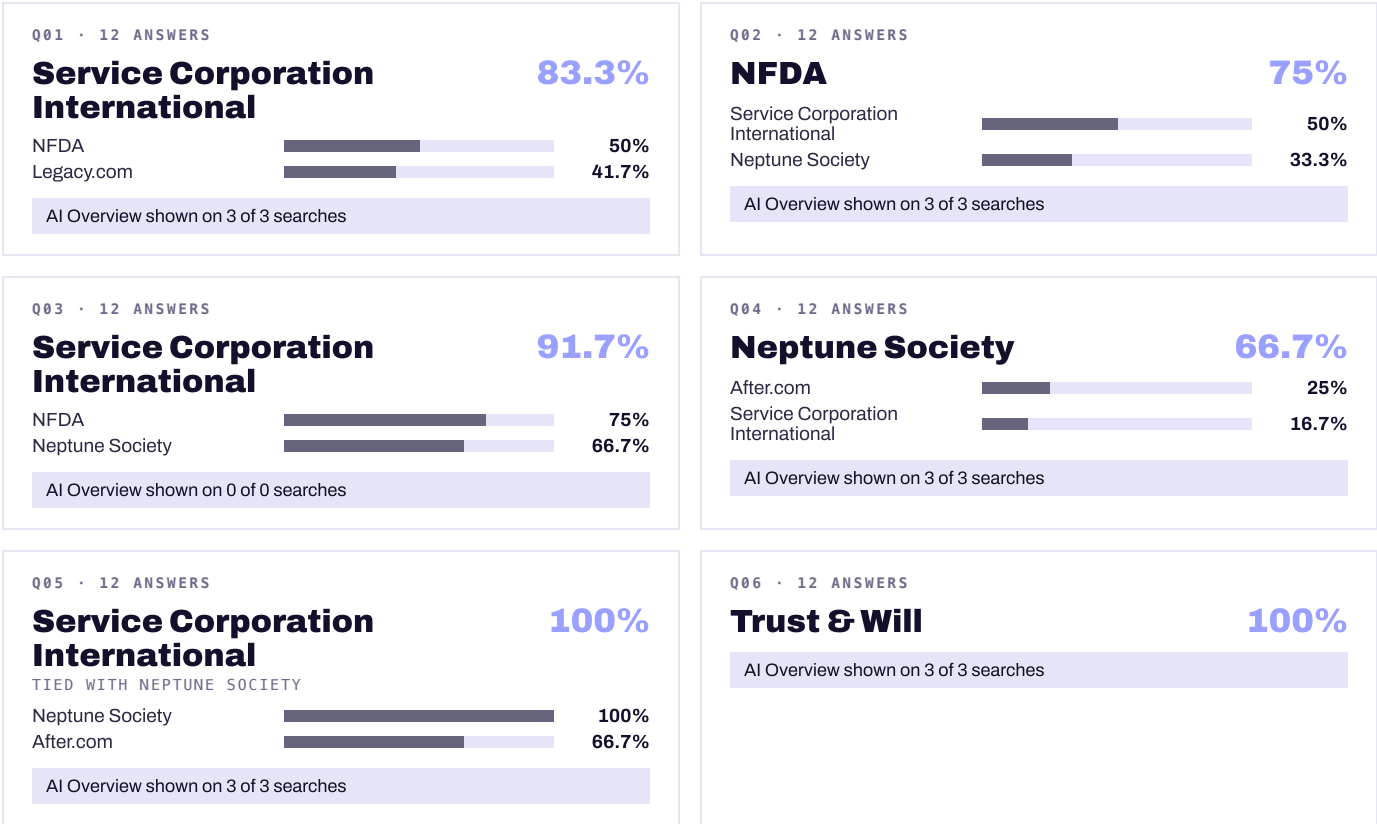
1	Service Corporation International	<div><div></div></div>	34.7%	=
2	Neptune Society	<div><div></div></div>	23.7%	=
3	NFDA	<div><div></div></div>	14.2%	=
4	Trust & Will	<div><div></div></div>	12.1%	=
5	Carriage Services	<div><div></div></div>	10.4%	=
6	Legacy.com	<div><div></div></div>	10.4%	=
7	After.com	<div><div></div></div>	9.2%	▲ 5
8	Everstory Partners	<div><div></div></div>	8.7%	=
9	Foundation Partners Group	<div><div></div></div>	8.1%	▼ 2
10	INELDA	<div><div></div></div>	7.8%	▲ 1

06

LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.



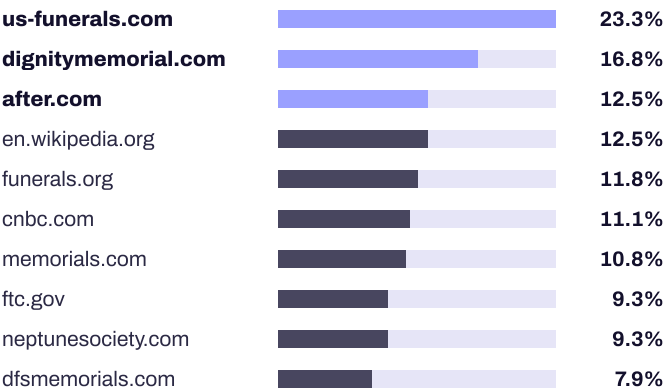
07

Most-cited domains

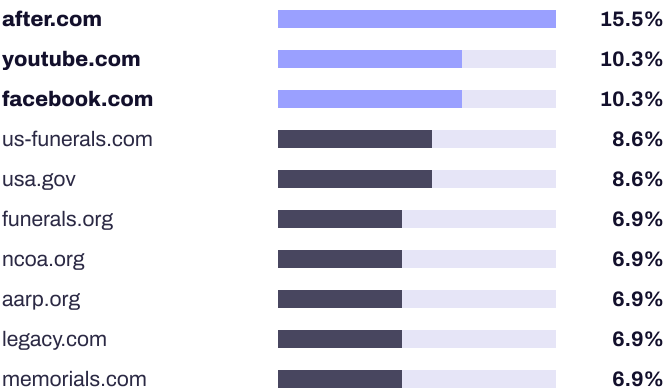
WHO THE ENGINES CITE

The four engines produced 2,434 citations in total. us-funerals.com was cited most often, with 92 citations (3.8%) across 65 answers. Next came dignitymemorial.com (82), ftc.gov (57), after.com (53), en.wikipedia.org (52), funerals.org (49).

FOUR AI ENGINES · SHARE OF 279 GROUNDED ANSWERS



GOOGLE AI OVERVIEWS · SHARE OF 58 OVERVIEWS

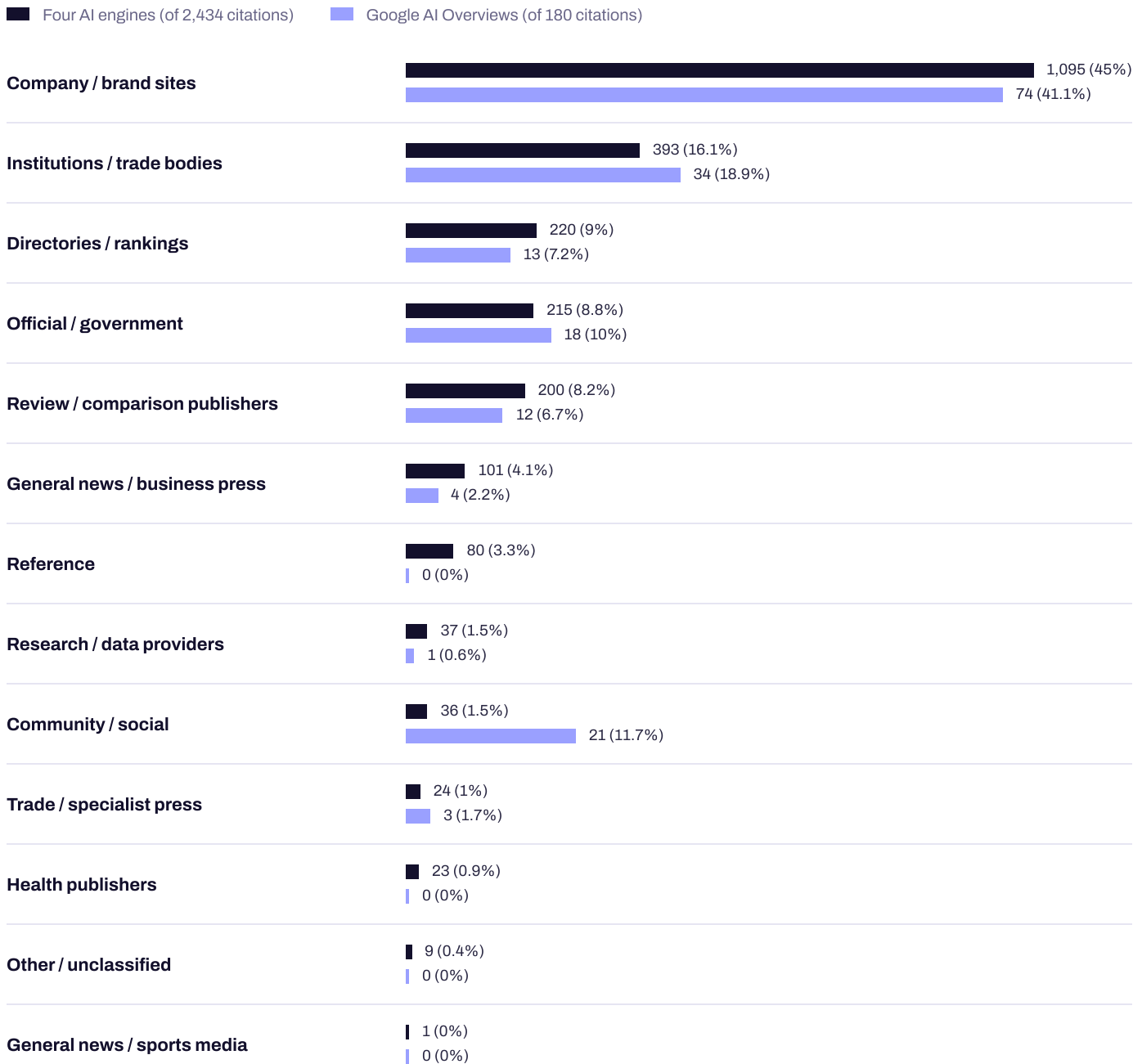


07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can a funeral or end-of-life provider improve its AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Service Corporation International's own domains were cited in 19.4% of grounded answers, After.com's in 12.5% and Neptune Society's in 9.3%. After.com was named in only 7.3% of answers, yet its own domains were cited in 12.5%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were us-funerals.com (in 23.3% of grounded answers), en.wikipedia.org (12.5%), funerals.org (11.8%), cnbc.com (11.1%) and memorials.com (10.8%). Institutions and trade bodies supplied 16.1% of citations and directories and rankings 9.0%.
Check each engine separately.	ChatGPT named Service Corporation International in 50.0% of answers against 25.0% on Perplexity. Gemini named After.com in 18.1% of answers against 0.0% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 11.7% of Google AI Overview citations against 1.5% in the four chat engines. youtube.com was cited in 10.3% of overviews, facebook.com in 10.3% and quora.com in 5.2%.
Watch names outside the tracked list.	Funeral Consumers Alliance (18), Ever Loved (17), LegalZoom (16), Rocket Lawyer (16), Smart Cremation (14) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

08

QUESTIONS PEOPLE ASK

Frequently asked questions

Q1 Which provider do AI engines name most often?

Service Corporation International, named in 111 of 288 four-engine answers (38.5%, CI 33.1–44.3%). Neptune Society was second at 76 of 288 (26.4%).

Q2 Which provider is named first most often?

Service Corporation International was the first provider named in 62 of 288 answers, with an average first position of 1.6.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 58 of 59 searches (98.3%, CI 91–99.7%). Within those 58 overviews, After.com was named most often, in 11 (19%).

Q4 Which sources do the engines cite?

Across 2,434 four-engine citations, us-funerals.com was cited most (92 citations, in 65 of 279 grounded answers), followed by dignitymemorial.com (82 citations).

Q5 Do the four engines agree?

Only in part. Gemini named After.com in 13 of 72 answers, against 0 to 4 of 72 on the other engines. ChatGPT named Service Corporation International in 36 of 72 answers, against 18 to 30 of 72 on the other engines.

09

METHODOLOGY

How this study was measured



24 questions, each asked 3 times on each engine, measured October 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Providers count as named when they appear in the answer text; products and name variants roll up to the tracked name. Longer names take precedence over shorter overlapping ones, and common words count only in context. Unicode apostrophes and dashes are normalized.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	63
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	59	58 shown	58

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the provider ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the provider first appears (1 = first).
- Own-domain citation: grounded answers citing the provider's domains ÷ grounded answers.
- Citation share: citations to the provider's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 26 tracked providers were scored. Untracked names that appeared often were not scored, including Funeral Consumers Alliance (18), Ever Loved (17), LegalZoom (16), Rocket Lawyer (16), Smart Cremation (14).
- AI Overview figures are based on only 58 overviews, so estimates for individual providers are less precise than the four-engine figures.
- 13 Google searches could not be fetched by DataForSEO after three tries. They are excluded from the AI Overview figures, so the trigger rate uses 59 searches.
- 9 Claude answers had no search sources after retries. They count for appearance but contribute no citations.
- Mentions of StoneMor, the former name of Everstory Partners, are counted as Everstory Partners.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Some answers were asked again on October 28, 2026 after a storage error. The earlier texts are kept in the evidence archive and are not used in the counts.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.
- Corrected October 29, 2026: own-domain citation now uses each name's official domains (subdomains included), listed in the evidence file entity_rollups.csv. Names without a resolvable official site count zero.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	How do I plan a funeral?	Funeral Services AI Visibility Index 2026	CORE QUESTION
02	How much does a funeral cost?	Funeral Services AI Visibility Index 2026	CORE QUESTION
03	Cremation vs burial: which costs less?	Funeral Services AI Visibility Index 2026	CORE QUESTION
04	What is the cheapest way to get cremated?	Funeral Services AI Visibility Index 2026	CORE QUESTION
05	What are the best pre-need cremation plans?	Funeral Services AI Visibility Index 2026	CORE QUESTION
06	What is the best online will maker?	Funeral Services AI Visibility Index 2026	CORE QUESTION
07	Will vs trust: which do I need?	Funeral Services AI Visibility Index 2026	CORE QUESTION
08	What should I do when a family member dies?	Funeral Services AI Visibility Index 2026	CORE QUESTION
09	What is a death doula and how do I find one?	Funeral Services AI Visibility Index 2026	CORE QUESTION
10	How can I turn ashes into a memorial keepsake?	Funeral Services AI Visibility Index 2026	CORE QUESTION
11	Where can I post an obituary online?	Funeral Services AI Visibility Index 2026	CORE QUESTION
12	What are the largest funeral home companies in the US?	Funeral Services AI Visibility Index 2026	CORE QUESTION
13	Which national funeral operators publish general price lists online?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
14	Which direct cremation providers operate in multiple US states?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
15	What does the FTC Funeral Rule require funeral providers to disclose?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
16	Which sources publish US funeral and cremation cost surveys?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
17	Which online estate-planning platforms disclose attorney support and state coverage?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
18	Which organizations publish information about pre-need funeral contracts?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
19	Which memorial companies offer products made with cremated remains?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
20	Which obituary platforms allow families to publish online tributes?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
21	Which national organizations offer grief and bereavement resources?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
22	Which organizations provide directories of end-of-life doulas?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
23	Which sources publish checklists of administrative tasks after a death?	Funeral Services AI Visibility Index 2026	ADDED QUESTION
24	Which cemetery operators provide online information about burial options and prices?	Funeral Services AI Visibility Index 2026	ADDED QUESTION



5W PUBLIC RELATIONS • RESEARCH

Funeral Services AI Visibility Index 2026

Measured October 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB

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RESEARCH

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