The Trust Algorithm

What Tinder taught me about getting chosen by AI



Mark van Ryswyk
CEO & Co-Founder, Catchouse · Former CPO, Tinder



Jordan, 31

Hiking Long-term

ChatGPT

Who should I talk to about buying my first home?

A strong fit is**Jordan Lee** . She works with first-time buyers, publishes clear guides, and clients say the same thing about her everywhere.

Cited

catchouse

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

A signal is anything that tells the system who you really are.



© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

Profiles had become all photos, no person.



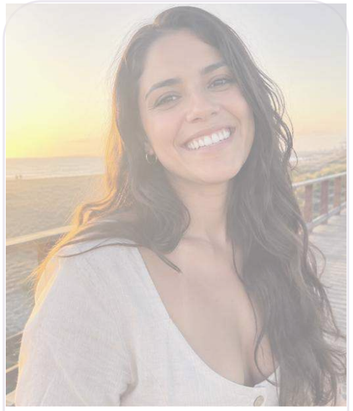
Sam, 28



Alex, 30



Riley, 27



Hey, I loved your



Drew, 32



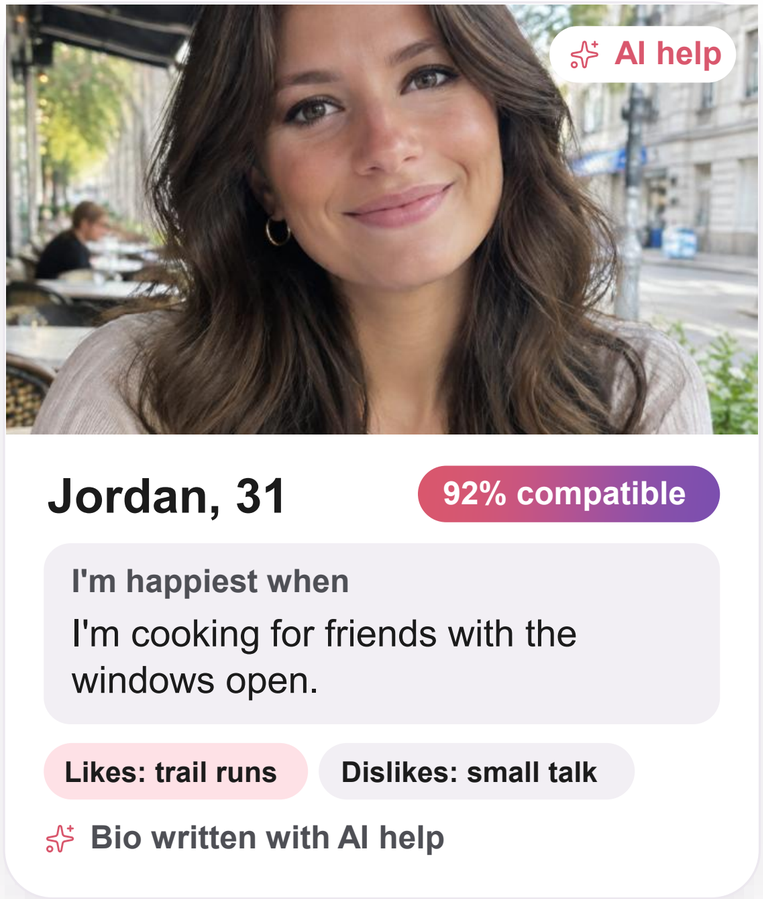
Morgan, 26

Too little signal. Too little trust.

catchouse

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

We gave people more ways to show who they are.



Realness

Prompts, interests, AI help choosing photos and writing bios.

Relevancy

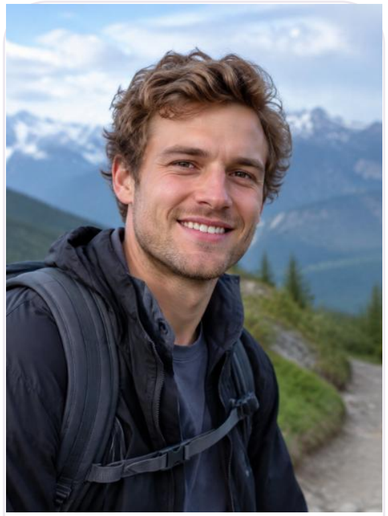
A compatibility quiz, and matching on intentions.

Respect

Reporting on specific parts of a profile, and better controls.

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

Richer signals built trust.Trust built matches.



Ben, 32



Ben, 32

Long-term relationship | 6′1″

Hiking | Dog person

My ideal Saturday

Sunrise hike, farmers market, then cooking dinner for friends.

I'm looking for

Someone who wants to build something real.



It's a Match!

Signal → trust → action

Trust is the signal everyone agrees on.

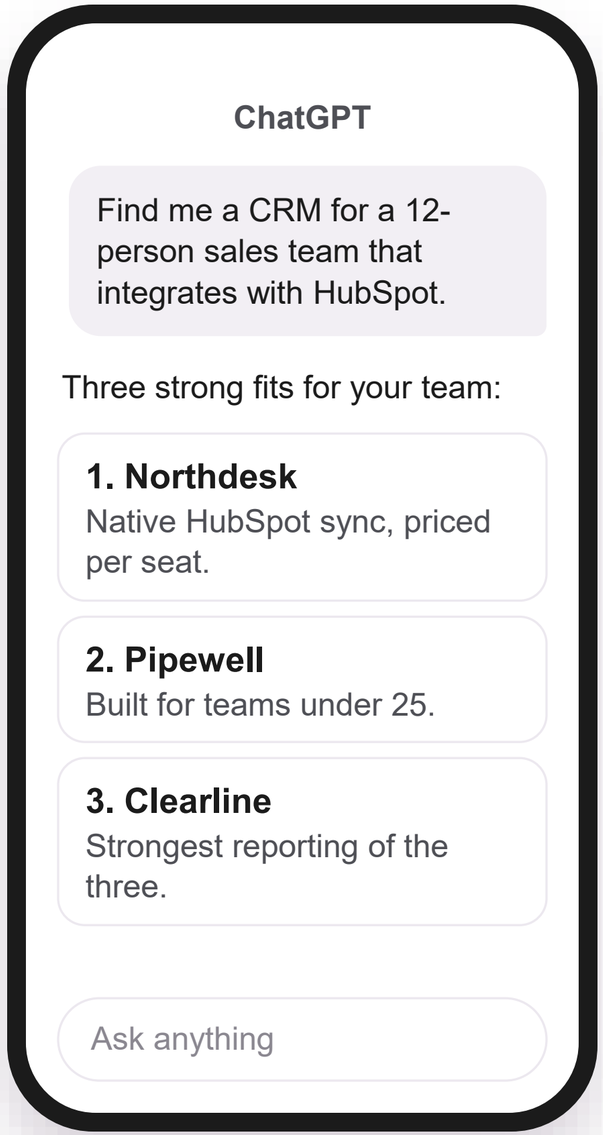
catchouse

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

We've started delegating the first step to AI.

Research, compare, shortlist.

The work we used to do ourselves now happens before anyone visits your site.



© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

71% now ask AI about software.
Half ask it before Google.

71%

use AI to research software

B2B software buyers who use AI chatbots during research.

69%

switched vendors after AI

Chose a different vendor than they planned, based on what AI told them.

51%

start with AI, not Google

Up from 29% less than a year earlier.

Source: G2, 2026 survey of 1,076 B2B software buyers

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

By the time they reach you, the shortlist is already made.

48

Hours

1. They identified the property independently
2. They toured the home on their own
3. They reached out. The request was simple: help close the deal

"By the time the buyer contacted the agent, AI had answered the questions, the home was chosen, and only human expertise remained."

A real estate deal we watched, start to finish.

catchouse

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

The answers aren't settled yet.

We asked

85,000+

questions of ChatGPT and Google's AI

They agreed on the #1 professional

1 in 7

times. Nobody owns these answers yet.

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

One channel ranks pages.
The other names people.

Google's local 3-pack

35.9%

of local businesses appear

Recommended by ChatGPT

1.2%

of local businesses

45% of consumers now use AI to find local services. A year earlier it was 6%.

Source: SOCi 2026 Local Visibility Index; BrightLocal Local Consumer Review Survey 2026

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

Getting named had very little to do with SEO.

7%

Of the pages ChatGPT cited, only 7% ranked in Google's top ten.

No edge

- ⊗ **FAQ markup**
- ⊗ **Schema / structured data**
- ⊗ **Question-style headings**

Catchouse Research: 11,367 prompts, 192,711 citations, plus a control set of top-ten pages AI did not cite.

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

For the first time, the playing field is wide open.

AI doesn't care how big your marketing budget.
It cares about clarity and trust.

1 in 3

software buyers bought from a vendor they had never heard of. (G2, 2026)

~500

different professionals named by AI in a single market. Not a top-ten list. The answer is still being decided.

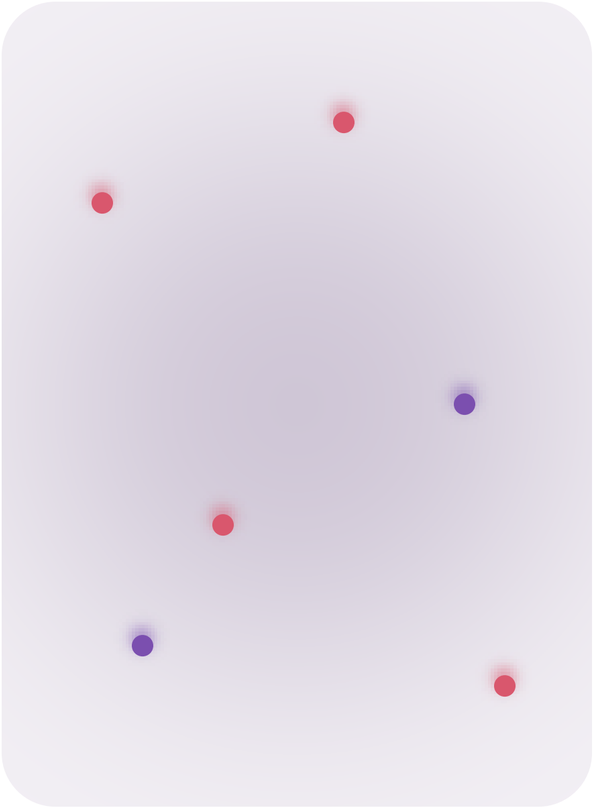
© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

We watched AI name professionals 319,135 times.

150 markets **103 specialties** **ChatGPT and Google AI**

One question: when AI names someone, what is it trusting?

Residential real estate professionals, July 30 to October 17, 2026.



© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

Trust is the signal everyone agrees on.

One kind of source

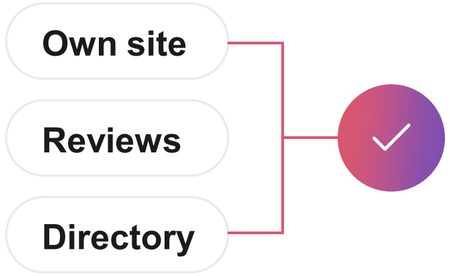
+1 to 4

points. Barely a nudge.

Two or more kinds that agree

~60%

more likely to be named again (+13 to 16 points)



"No single kind of source wins. Agreement is what separates corroboration from noise."

How do we capture it? Three moves.

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

1 Make yourself readable to machines.

Tell the machine exactly who you are, what you do, who it's for and what it costs, in a form it can read on the first try.

- **Structured data:** Organization and Software Application schema (category, features, pricing).
- **Open the doors:** don't block AI crawlers like OAI-SearchBot in robots.txt. Keep a current sitemap.
- **No locked rooms:** product, pricing and feature pages are public and render without logins or heavy scripts.

What the research found

Table stakes, not the edge

Pages AI cited were more likely to load cleanly for a plain request. Schema on its own didn't separate winners from losers.

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

2 Answer the questions buyers ask AI.

Build a page for every question your buyer types into an assistant. Answer it in the first two lines.

Category
"Best software for [problem]"

Comparison
"[You] vs. [Competitor]"

Alternatives
"Best alternatives to [Competitor]"

Pricing
"How much does [category] software cost?"

Use case
"Best [category] tool for a 20-person team"

Integration
"Does [product] work with [platform]?"

What the research found

Substance over format

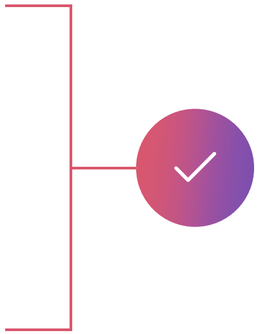
Question-style headings and FAQ markup gave no edge. Specific answers from a named expert get picked up: real pricing, who it's for, measurable results.

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

3 Get others to vouch for you.

AI believes you more when others say it too. Build a consistent footprint across sources you don't own.

- **Industry publications**
- **Partner and integration directories**
- **Customer case studies with real numbers**
- **Reddit and practitioner communities**



⚠ Same name, same category, same one-line description everywhere. Conflicting descriptions split the signal.

What the research found

One kind of source
+1 to 4 points

Two or more that agree
+13 to 16

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

What we built

One link. Everything AI needs to recommend you.

Your business card

One link clients use to choose you.

Your professional page

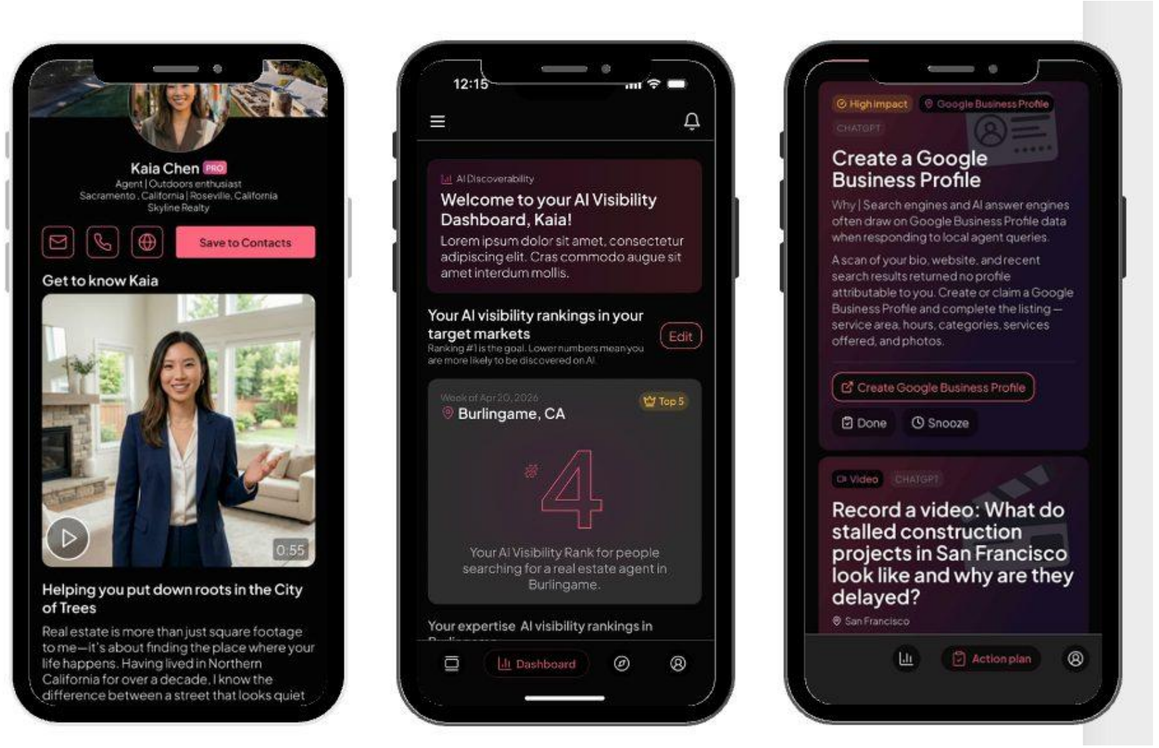
A polished home for your work.

Your AI visibility

See where AI recommends you.

Your content coach

Know what to publish next.



© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

What it looks like when you fix it

Eight hours. That's how fast it can change.

1 **One clear page**

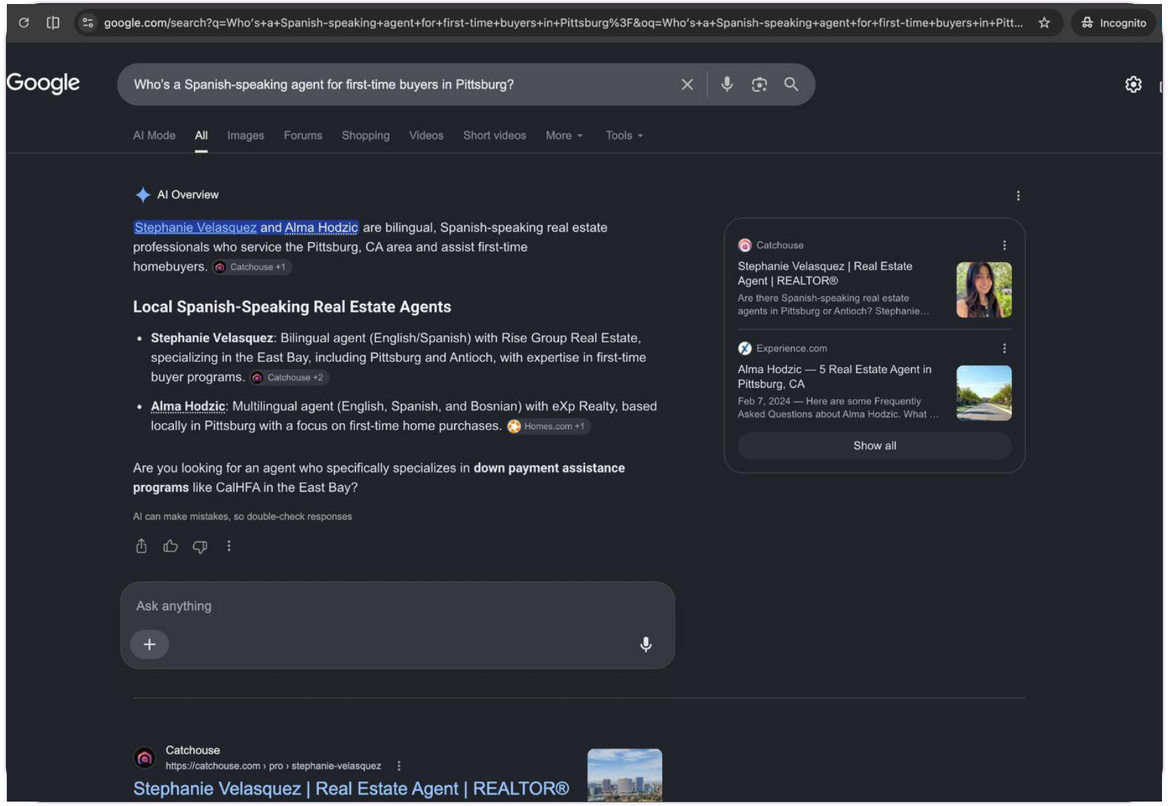
Who Stephanie helps, where, and the proof. Published.

2 **Cited by AI**

Within 8 hours, Google's AI was recommending her.

3 **Becoming the answer**

Now she surfaces when buyers ask who to trust.



Replace the scattered fragments with one clear signal, and the machine picks it up that fast.

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO

Get found. Get cited. Get chosen.

Trust is the signal everyone agrees on. Make it easy to agree on you.

Read the research: catchouse.com/research



catchouse

© 2026 Catchouse, Inc. | catchouse.com | Mark van Ryswyk, CEO