

Introducing gatodo rank

May 20, 2025 | rank.gatodo.com | @gatodohq | christopher at this domain dot com

“Just like novelists, words are the only things at their disposal to captivate their audience.”¹

TL;DR In One Page

In plain English, gatodo rank is a scoreboard for company elevator pitches.

What it looks at

- It gathers the actual words a company uses on its website (its value-proposition sentence or tagline).
- It checks **how much attention those words attract online** (overall web traffic) to see if they're relevant to real people — think of this as the popularity score.
- It then measures **how different those words are from what everyone else is saying** using an originality test called a Local Outlier Factor. This is the distinctiveness score.

How the rank is created

The tool blends the popularity and distinctiveness scores together and sorts every company it can find into a single, easy-to-scan list. The higher you appear, the more your pitch is both noticed and unique.

Why it's useful

- **Benchmark yourself:** See how your pitch stacks up against competitors in seconds.
- **Find inspiration:** Browse top-ranked wording to spark ideas for sharpening your own message.
- **Start better conversations:** Use the data to talk with colleagues, investors, or clients about what really makes your offer stand out.

What it doesn't do

gatodo rank doesn't judge whether a company's claims are true or whether the product is good; it simply shows how the wording compares in reach and originality.²

¹Liuberté, I., & Dimov, D. (2021). “One tiny drop changes everything”: Constructing opportunity with words. *Journal of Business Venturing Insights*, 15.

² ChatGPT summary of original “Introducing gatodo rank” (May 6, 2025)

Try it now

Try rank.gatodo.com. Discover what works. Get inspired. Start the conversations that matter.

Example – midjourney.com

gatodo rank

christopher@gatodo.com Search Manage Subscription SIGN OUT

midjourney

gatodo rank	domain	relevance rank	divergence rank	nearest peer	top market addressed	top pain addressed
61	midjourney.com	5938	71	openai.com	n/a	lack of social media or online presence

- **Top pain addressed:** “Lack of social media or online presence”
- **Closest competitors (by pain wording):** Lumen5, Anthropic, Wondershare, HeyGen, Zapier, OpenAI.
- **Observation:** Midjourney ranks high on *distinctiveness*; OpenAI’s wording barely targets this pain at all.

gatodo rank

christopher@gatodo.com Search Manage Subscription SIGN OUT

lack of social media or online presence

Filter

Domain	Element Type	Element	Relevance
midjourney.com	pain	lack of social media or online presence	199000
lumen5.com	pain	lack of social media or online presence	19900
anthropic.com	pain	lack of social media or online presence	1990
wondershare.com	pain	lack of social media or online presence	1050
heygen.com	pain	lack of social media or online presence	509
zapier.com	pain	lack of social media or online presence	254
openai.com	pain	lack of social media or online presence	187

- **Takeaway:** If your product also solves this pain, decide whether to attack (differentiated copy) or partner.

How it works

The gatodo rank is a function of relevance and divergence³.

It assumes that people pay attention to what is relevant to their interests. It uses the aggregate traffic volume as the indicator of relevance.

Divergence is a blend of two measures. First, we plot and summarize a value proposition relative to all those in the set and rank them. Second, we take their nearest neighborhood, their Local Outlier Factor⁴, and rank them.

We blend these indicators together and sort them to derive the gatodo rank.

What is a value proposition?

The shortest promise you make to the user. Great ones zoom⁵ in on a painful need⁶ and show how you solve it better than anyone.

What is a valuable value proposition?

Because dissatisfaction drives search and satisficing ends it⁷, a valuable value proposition mirrors the clarity, urgency and acuity of the need-pain or the benefit-gain. How bad does it burn? The greater the burn, the more willing the prospective buyer is to pay, take on switching costs, to take a risk, and to accept tradeoffs in other quality attributes. It has to be relevant to the buyer and sufficiently divergent from the incumbent, alternative, or substitute.

At gatodo, we celebrate the simplicity, elegance, and value of the sorted list. Whether it's a newsfeed lineup or a search engine results page: sorted lists are easy to scan, understand and action. The structure is the signal.

We introduce the gatodo rank not to manufacture status, scarcity, or acclaim, but to focus attention on the differences that make a difference.

³ Yang, X., & Smith, R. E. (2009). Beyond attention effects: Modeling the persuasive and emotional effects of advertising creativity. *Marketing Science*, 28(5), 935-949.

⁴ Breunig, M. M., Kriegel, H. P., Ng, R. T., & Sander, J. (2000, May). LOF: identifying density-based local outliers. In *Proceedings of the 2000 ACM SIGMOD international conference on Management of data* (pp. 93-104).

⁵ There is a link between Liuberté, I., & Dimov, D. (2021). "One tiny drop changes everything": Constructing opportunity with words. *Journal of Business Venturing Insights*, 15, and Pentland, B. T., & Feldman, M. S. (2007). Narrative networks: Patterns of technology and organization. *Organization science*, 18(5), 781-795.

⁶ Hsieh, C., Nickerson, J. A., & Zenger, T. R. (2007). Opportunity discovery, problem solving and a theory of the entrepreneurial firm. *Journal of Management Studies*, 44(7), 1255-1277.

⁷ March, J. G. (1991). How decisions happen in organizations. *Human-computer interaction*, 6(2), 95-117.

Benefits

It's a quantitative scoreboard for differentiation.

Use it to discover what works for others, what might work for you, and to invite conversations about what matters.

The method is objective as far as there are no analysts classifying the boundaries of a given industry, category, or sector. It is an objective placement, classification, and competitive framing using the words that firms themselves use in the market.

This method offers opportunities to see the map more clearly. Because sometimes the language directed at industry analysts, investors, employees, suppliers and partners is different from the language directed at buyers.

What's next

Simpler, easier, more.

2025.Q2 – Add + 1 000 domains

2025.Q3 – Alpha: evaluation capability

2025.Q4 – Beta: evaluation capability

Your feedback shapes the roadmap.