

What does AI think of UK investment platforms?

How Google, ChatGPT and Claude describe and recommend the platforms serving UK investors.

Which platforms stand out, what earns praise or criticism, and where the opportunities lie.

People in the UK are using AI more

GEO—generative engine optimisation—starts with understanding what AI says about your brand.

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ChatGPT's rank among search services, behind Google — Ofcom, 2025.

+156%

Year-on-year growth in ChatGPT's UK web visits, August 2025 vs August 2024.
Claude grew 138% over the same period.

Measure the answers that shape choice

GEO data shows which investment platforms AI names, how it describes them and the sources it cites—giving content and campaigns a clear focus.

AI is becoming a route to financial websites

Adobe reports that AI-driven traffic to financial-services sites grew 158% year-on-year in Q1 2026. This is an early signal of AI's growing role in how people discover providers.

The next 12–18 months: our outlook

AI is likely to play a larger role in how people research and compare providers. Investment platforms should prepare to be found and recommended before investors reach their websites.

Sources: [Ofcom, Online Nation 2025, p.30](#) (year-on-year growth in UK web visits, August 2025).

[Adobe Digital Insights, April 2026, p.5](#) (financial-services traffic in Adobe's dataset). The 12–18 month outlook is Omniscan AI's assessment.

AJ Bell leads on visibility; rivals win key categories

AJ Bell is the most visible platform, appearing in 87% of answers. **Hargreaves Lansdown** follows at 83% and **Interactive Investor** at 79%. **AJ Bell** leads for customer service and pensions; **Hargreaves Lansdown** leads for research, while **Interactive Investor** leads for portfolios above £100,000.

Positive coverage is strongest for Interactive Brokers, InvestEngine and Trading 212 among the platforms shown. Their positive shares are 100%, 96% and 96% of their own mentions respectively. **Interactive Brokers** appears in just 13% of answers, while **InvestEngine** and **Trading 212** each reach more than half.

Prioritise inclusion and accuracy in investment comparison guides. The **Forbes** citations are to **Forbes Advisor UK**'s platform rankings, ISA comparisons and investing guides. **Which?** reviews and **StockBrokers.com** comparisons also recur. The opportunity is to improve how these pages assess and describe each platform.

The questions we asked

Covering investor needs, account types, costs, customer experience and trust.

01 Which UK investment platform is best for beginners?

03 Which UK investment platform is best for a stocks and shares ISA?

05 Which UK investment platform is best for a SIPP or personal pension?

07 Which UK investment platform is best for research and fund recommendations?

09 Which UK platform is best for buying US shares and funds?

02 Which UK investment platform has the lowest fees?

04 Which UK investment platforms have the best and worst customer service?

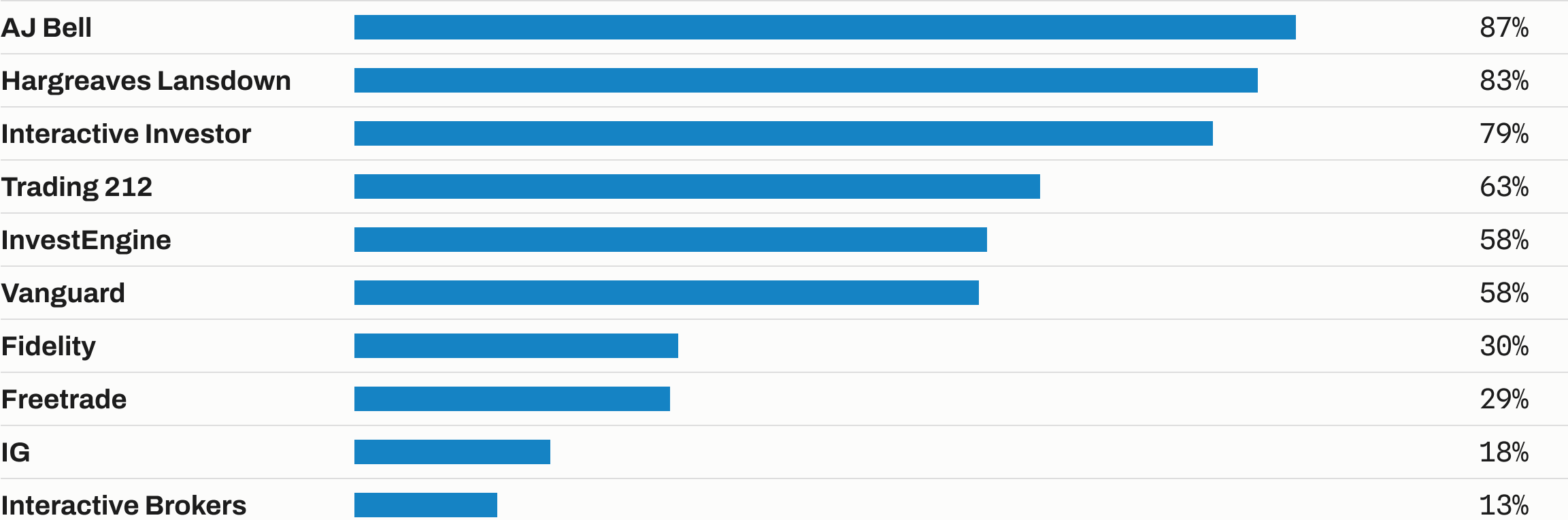
06 Which UK investment platform is best for a portfolio over £100,000?

08 Which UK investment platform has the best app and website?

10 Is my money safe if an investment platform goes bust, and which are the most trustworthy?

AJ Bell has the broadest presence

Share of all answers mentioning each platform. The most-mentioned investment platforms are shown.

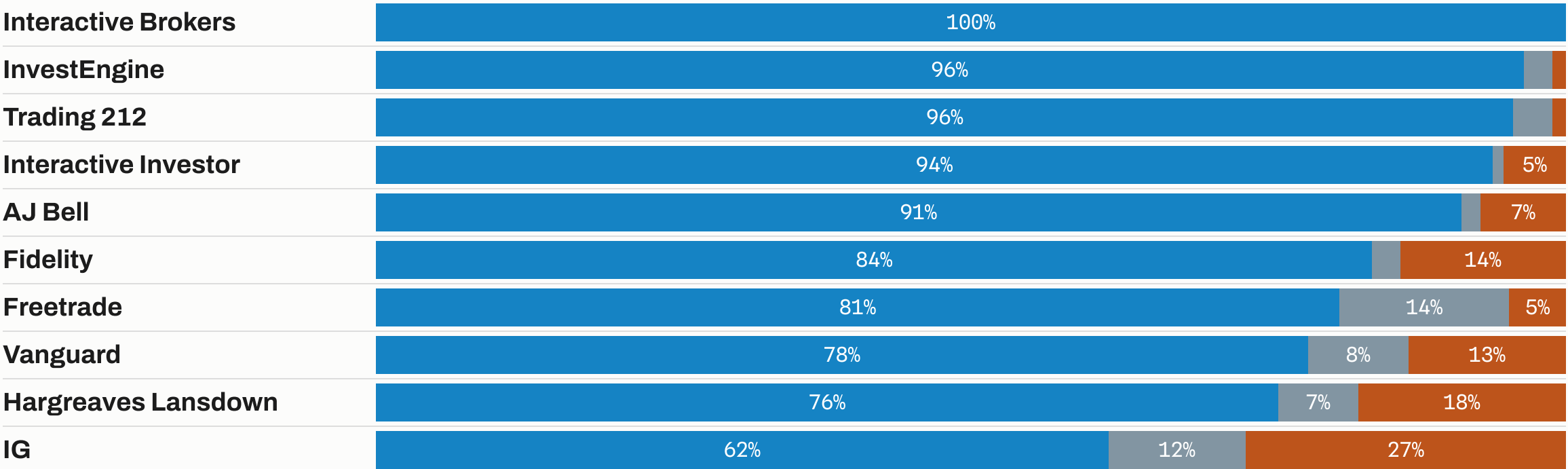


AJ Bell ranks first, Hargreaves Lansdown second and Interactive Investor third.

Positive coverage extends beyond the largest names

Share of each platform’s own mentions that are positive, neutral or negative. Ranked by positive share.

Positive Neutral Negative



Interactive Brokers has no negative mentions; it is also less widely mentioned. IG has the highest negative share among these platforms, at 27%.

Different platforms lead for different investor needs

The platform most often singled out as the best option in each question's answers.

Investor need	Leading platform	Share naming it as the best option	
Beginners	Trading 212		60%
Stocks & shares ISA	Trading 212		36%
Customer service	AJ Bell		90%
SIPP / pension	AJ Bell		60%
Portfolio over £100,000	Interactive Investor		87%
Research & funds	Hargreaves Lansdown		93%
App & website	Trading 212		60%
US shares & funds	Trading 212		60%

Trading 212 leads the ISA question at 36%, but has no majority. Being described positively does not always mean being named the best option.

Low fees and trust favour different platforms

Share of answers on each subject describing a platform positively or negatively.

Fees: no clear overall winner

InvestEngine and Trading 212 are described positively in **100% of answers** on fees. The responses distinguish ETF-only portfolios from investing in individual shares, rather than consistently choosing one platform.

Hargreaves Lansdown receives negative descriptions in **47%** of these answers.

Trust: established names share the lead

AJ Bell, Hargreaves Lansdown and Interactive Investor are each described positively in **100% of answers** to the safety question. The responses emphasise regulation and custody arrangements, with no consistent single winner.

The visibility leader changes across AI platforms

Share of each AI platform’s answers mentioning each investment platform.

Platform	ChatGPT		Claude		Google	
AJ Bell		96%		96%		66%
Hargreaves Lansdown		94%		98%		55%
Interactive Investor		74%		96%		66%
Trading 212		54%		80%		55%
InvestEngine		74%		66%		32%
Vanguard		60%		76%		34%
Fidelity		44%		30%		14%
Freetrade		14%		54%		18%
IG		0%		48%		5%
Interactive Brokers		10%		20%		9%

AJ Bell leads on ChatGPT. Hargreaves Lansdown leads on Claude. AJ Bell and Interactive Investor share first place on Google.

AI draws on comparison guides and provider websites

Share of all answers citing each website, with the types of content appearing in the citations.

Which? Platform reviews & fee guides		34%
Forbes Advisor UK Investment comparisons & buying guides		31%
AJ Bell Provider's own website		31%
MoneySavingExpert Investment & account guides		29%
Kepler Trust Intelligence Platform comparison articles		29%
StockBrokers.com Broker reviews & comparison guides		28%
Hargreaves Lansdown Provider's own website		24%
InvestEngine Provider's own website		23%

Forbes Advisor UK’s comparison and investing guides appear in 31% of answers. These citations are to its consumer-advice pages, rather than Forbes news coverage.

The recurring articles are investment buying guides

Share of all answers citing each guide. Click a title to view the article.

Best trading platforms for UK investors Used across US investing, service and larger-portfolio questions.	13%
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Best stocks & shares ISA providers Most often used for the ISA question.	7%
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Cheapest investment platforms Used for fees, US investing and beginner questions.	6%
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For outreach, focus on how these guides include, compare and describe platforms. Supply evidence that helps their reviewers keep assessments current.

Different investor needs lead AI to different sources

The most-cited website for each question, ranked by the share of answers citing it.

Question subject	Most-cited website	Share of answers on this subject	
Beginners	stockbrokers.com		67%
Stocks & shares ISA	Forbes Advisor UK		64%
SIPP / pension	ajbell.co.uk		47%
Portfolio over £100,000	ii.co.uk		53%
US shares & funds	Forbes Advisor UK		60%

Forbes Advisor UK’s comparison guides lead for ISA and US-investing questions. Provider websites lead for pensions and larger portfolios.

Which? leads on service; the FSCS leads on safety

The most-cited websites for each question. Tied sources are shown together.

Question subject	Most-cited website	Share of answers on this subject
Lowest fees	investengine.com medium.com moneysavingexpert.com	33% each
Customer service	which.co.uk	100%
Research & funds	ajbell.co.uk	60%
App & website	which.co.uk	73%
Platform safety	fscs.org.uk	67%

The fees question has a three-way tie. Which? platform reviews are a priority for service and digital-experience positioning.

Make comparison guides a campaign priority

01 Improve inclusion and accuracy in comparison guides

Prioritise Forbes Advisor UK's ISA and trading-platform guides, Which? reviews and StockBrokers.com comparisons. Check coverage and factual accuracy; send reviewers dated fee, feature and service updates.

02 Make costs and product differences easy to compare

Publish clear examples by account type, portfolio size and trading frequency. Explain fund choice, foreign-exchange charges and pension features on pages AI can cite.

03 Strengthen the areas where competitors lead

Use the question-level results to choose a focus. For research, show the quality of your fund analysis; for service and apps, publish evidence of improvements. Track changes in visibility, sentiment and citations.

A clearer view of your reputation

We help communications and corporate affairs teams understand what is being said, who is shaping the conversation and what could come next.

Media monitoring & competitor tracking

Reputation benchmarking & insights

Social listening

AI visibility & reputation

Stakeholder mapping

Future issues forecasting

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hello@omniscan.ai