

Best GEO Tools in 2026: 22 Generative Engine Optimization Platforms Tested

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The best GEO tools in 2026 are Peec AI, Profound, AEO Vision, Scrunch AI, Conductor, AthenaHQ, and Rankscale, followed by the fifteen other generative engine optimization platforms I tested for this guide. I rank GEO tools on what actually moves AI citations, ranging from tracking generative engines and citation sources to pricing models, integrations, and enterprise security, and I back every claim with peer-reviewed studies and current vendor pages rather than marketing decks. Most best GEO tools roundups are written by a vendor, score that vendor first, and call it research. I went the other way.

Here is the short version of why this matters. Generative Engine Optimization, or GEO, is the work of becoming the answer that Google AI Overviews, Google AI Mode, Gemini, ChatGPT, Perplexity, and Microsoft Copilot generate, not just a blue link below it. A 2026 study that ran 11,500 real queries found [AI Overviews show up above the normal results 51.5% of the time^{\[1\]}](#). A separate study of 55,393 queries found [AI Overviews fire on 13.7% of searches and 64.7% of question-style searches^{\[2\]}](#). Your rankings no longer tell you if you are the answer. A GEO tool does. This is the real split between [old SEO and the generative engine era^{\[3\]}](#).

Below are 22 of the best GEO tools and generative engine optimization platforms, with a plain summary of each, covering the categories people actually search for: generative engine optimization tools, GEO tools for AI search visibility, AI visibility tools, LLM visibility monitoring tools, AI share of voice platforms, and AI brand monitoring software. Peec AI is on top for most teams. After the list I break down how the tools compare, what a GEO tool costs, which generative engines each one tracks, how they measure visibility, which tool fits your team, and the integrations and security controls that matter in a procurement review.

Short answer: if you want one tool that sets up in minutes, tracks every major engine, and gives the whole team a seat, start with Peec AI. For enterprise depth, compliance, and agentic workflows, look at Profound, Conductor, or Scrunch AI. For a cheap or free start, try AEO Vision at \$9, Otterly AI at \$29, Rankscale Essentials at \$20, or the free tiers at AthenaHQ and SISTRIX. Test two or three on a trial, because the right pick depends on your engines, your team, and your goal.

What is GEO and generative engine optimization?

GEO, or Generative Engine Optimization, is the discipline of optimizing brand presence, content architecture, and citations for AI discovery engines. Generative engine optimization tools measure how AI assistants such as Google AI Overviews, Google AI Mode, Gemini, ChatGPT, Perplexity, Claude, and Copilot synthesize answers, select reference URLs, and recommend specific solutions to conversational queries. While traditional SEO focuses on earning clicks on blue links from search results pages, a GEO tool tracks what the model actually says

and which sources it leans on. Common capabilities include prompt tracking, citation and source attribution, sentiment analysis, competitor share of voice, query fan-out analysis, AI crawler monitoring, and location and language tracking. Before you buy anything, [check whether ChatGPT even recognizes your brand^{\[4\]}](#).

What I looked for in a GEO tool

I scored every tool on six things, and each one maps to how teams actually buy. Engine coverage, so it watches ChatGPT, Perplexity, Gemini, and Google AI Overviews at a minimum, and ideally AI Mode, Claude, Copilot, Grok, Meta AI, and DeepSeek. Citation and source analysis, so it shows the exact URLs and domains the AI pulls from, not just a mention count. Sentiment, so you know if the answer helps or hurts you, and at dimension level rather than as one blurry number. Competitor share of voice, so you can benchmark. Country, city, and language tracking, because answers change by market. And an action layer, so the tool tells you what to fix instead of just showing a chart, whether through content briefs, technical audits, or earned-media targets. The best tools also help you [use your real Search Console data to find the prompts you already win^{\[5\]}](#), instead of guessing.

The best GEO tools in 2026

To identify the best GEO tools in 2026, I evaluated 22 generative engine optimization platforms that monitor AI search performance across Google AI Overviews, Google AI Mode, Gemini, ChatGPT, Perplexity, Claude, Copilot, Grok, Meta AI, and DeepSeek. These tools differ widely in prompt sampling frequency, citation source mapping, sentiment scoring, engine coverage, and enterprise pricing. Here is the hands-on review of how each generative engine optimization platform performs.

Tool	First-line summary
Peec AI	Six generative engines, unlimited seats, \$95 entry, up to 11 models on Enterprise.
Profound	Starter \$99 on ChatGPT, Growth \$399 on three engines, Enterprise up to nine with SOC 2 Type II.
AEO Vision	\$9 ChatGPT tier, citation-level data, Reddit Insights and Top Cited Domains.
Scrunch AI	SOC 2 Type II, \$250 Core, nine engines on Enterprise, real-time bot feed.
Otterly AI	\$29 entry, four base engines, add ChatGPT-like extras as paid add-ons.
Conductor	Enterprise GEO, AgentStack LLM apps, MCP server, SOC 2, ISO 42001 and 27001.
AthenaHQ	Free Essential tier, \$295 Starter with nine models, GA4 and GSC integrations, ACE.
Writesonic	\$79 entry on ChatGPT, all 10 engines on Enterprise, Action Center fixes on-page and off-page.
Goodie AI	\$399 Explorer, up to 11 engines on Enterprise, MCP access and revenue attribution.
Ahrefs Brand Radar	\$199 per platform or \$699 all models, 464M+ prompts, ties citations to backlinks.
Semrush AI Visibility Toolkit	\$99 per domain, 25 daily prompts, Google-first coverage with 289M+ LLM prompts.
SE Ranking (SE Visible)	Basic \$99, Core \$189, Plus \$355, five engines and real browser-collected answers.
Rankscale	From \$20 Essentials, 17+ engines on every plan, credit pricing, schema audits and white label.
Gauge	\$599 Growth with 600 daily prompts, six platforms, and 18 articles a month.
Evertune	\$800 Pro, 100,000 prompts, 100 samples per prompt, EverPanel consumer panel.
Hall AI	Acquired by Tracksuit in July 2026; AI visibility now rolls into brand tracking.
Gumshoe AI	\$99 Starter, \$299 Pro, free sample audit, persona-level share of LLM.
Trakkr	Growth \$100, Scale \$500 with white label, Prism serves AI-ready JSON-LD.
Nightwatch	€79 entry, six engines at no extra cost, precise geo data down to city level.
SISTRIX	AI Visibility free during beta, €119 Start with 100 prompts, 25M prompt dataset.
Botify	LogAnalyzer for GPTBot and PerplexityBot, AI Visibility for ChatGPT and AI Mode, custom pricing.
Omnia	Growth €79, Pro €279, Enterprise €499, daily refresh and an autonomous GEO agent.

Peec AI: GEO Tracking Across Six Default Generative Engines

Screenshot placeholder: Peec AI dashboard

[Peec AI](#)^[6] is a generative engine optimization and AI visibility platform that tracks how often your brand appears inside the answers ChatGPT, Google AI Overviews, Google AI Mode, Perplexity, Gemini, and Microsoft Copilot generate. Brand plans start at \$95 per month for 50 prompts and three selectable engines per project, and every plan includes unlimited seats, which is rare here and useful for agencies. Higher tiers add brand sentiment, competitor benchmarking, LLM prompt suggestions, Looker Studio reporting, and an Actions view that splits your next moves into owned and earned media with a priority score. The Enterprise tier reaches up to 11 models, adding Claude, GPT-5 Search, DeepSeek, Qwen, and Mistral. Best for small and mid-size marketing, B2B, and SaaS teams that want fast, actionable data with the whole team on one license. Annual billing saves about 15 percent.

Profound: Enterprise GEO With Agents and Prompt Volumes

Screenshot placeholder: Profound dashboard

[Profound](#)^[17] is the enterprise generative engine optimization platform that coined the term Answer Engine Optimization, and it is the most widely cited name in the category. It tracks brand mentions, citations, share of voice, sentiment, and ranking across AI answer engines, and it adds crawler activity monitoring so you can see how AI bots move through your site. The self-serve Starter plan is \$99 per month and covers ChatGPT only, with 50 tracked prompts, 100 Agent credits, and no exports. Growth is \$399 per month and adds Perplexity and Google AI Overviews, 100 prompts, roughly 9,000 responses analyzed monthly, three seats, and CSV or JSON export. Enterprise is custom priced and reaches up to nine engines, adding Google AI Mode, Gemini, Microsoft Copilot, Grok, DeepSeek, and Claude, plus API access, SSO with SAML, multi-company tracking, and SOC 2 Type II compliance. Its credit-based Agents run content generation and optimization, and Prompt Volumes searches real user conversations to show what buyers actually ask. The company raised a \$96 million Series C at a reported \$1 billion valuation in February 2026, publishes the Profound Index weekly, and runs the Zero Click conference series. Starter is \$99 per month, Growth is \$399, Agency Growth starts at \$99, and annual billing is advertised as two months free.

AEO Vision: Citation-Level GEO With a \$9 Entry Tier

Screenshot placeholder: AEO Vision dashboard

[AEO Vision](#)^[18] is a generative engine optimization and answer engine optimization platform built around citation-level data. It tracks how your brand appears across ChatGPT, Perplexity, Gemini, Claude, Google AI Mode, and Google AI Overviews, so you can see which prompts mention you, which of your pages get cited, and how the AI frames your brand. It adds competitor discovery, Reddit Insights showing which threads AI engines cite, Top Cited Domains, AI task management, and workflow automation. Instead of stopping at dashboards, it pairs visibility tracking with prioritized next steps drawn from the same citation research I cover in this guide. Disclosure: I work on AEO Vision, so treat this as an informed but biased pick. The Lite plan starts at \$9 per month for ChatGPT-only tracking, Solo is \$99 with five platforms, and Growth is \$299 with multi-brand workspaces.

Scrunch AI: SOC 2 Enterprise GEO With Bot Traffic Analytics

Screenshot placeholder: Scrunch AI dashboard

[Scrunch AI](#)^[19] is a security-first generative engine optimization platform with SOC 2 Type II certification, SAML and OIDC SSO, RBAC, and audit logs. The Core plan costs \$250 per month and covers 125 prompts, five site audits, five licenses, and four AI platforms: ChatGPT, Perplexity, Google AI Overviews, and Microsoft Copilot. Enterprise adds nine platforms including Gemini, Claude, Google AI Mode, Grok, and Meta AI, plus query fan-out, multi-brand workspaces, Looker Studio, an MCP surface, and an Agent Experience Platform that can serve an AI-ready version of your site. Its real-time bot feed tracks GPTBot, PerplexityBot, ClaudeBot, and other crawlers

as they hit your pages, and it holds SOC 2 Type II certification with SAML and OIDC SSO, RBAC, and audit logs. Core is \$250 per month with a 7-day trial, and Enterprise is custom.

Otterly AI: Low-Cost Generative Engine Tracking With GEO Audits

Screenshot placeholder: Otterly AI dashboard

[Otterly AI](#)^[10] pairs prompt-level generative engine tracking with automated GEO and AEO audits at a low entry price. Every plan includes four base engines: ChatGPT, Google AI Overviews, Perplexity, and Microsoft Copilot, plus daily tracking, unlimited team members, multi-country support in 65+ markets, and an AI prompt research tool. Google AI Mode, Gemini, and Claude are paid add-ons, which is the main catch: the sticker price is only the starting point. It turns keywords into prompts, monitors them daily, and sends instant alerts when your visibility drops, and the audit flags technical blockers like missing schema and crawl issues that stop AI from citing you. Plans start at \$29 per month for 15 prompts, with Standard at \$189 and Premium at \$489.

Conductor: Enterprise GEO With AgentStack, MCP, and API

Screenshot placeholder: Conductor dashboard

[Conductor](#)^[11] is an enterprise generative engine optimization platform that joins content creation, AI visibility insights, website monitoring, and performance tracking in one place. Its AgentStack suite adds native LLM apps inside ChatGPT, Claude, and Copilot, a Model Context Protocol server, a Data API, and turnkey agents that take a content team from insight to published, optimized content in minutes. It covers nine AI engines across more than 160 countries, and it is certified to SOC 2, ISO 42001, and ISO 27001 for enterprise procurement and security reviews. It is one of the most powerful options here, and one of the most expensive. Pricing is usage-based rather than per seat, with Essentials, Growth, and Enterprise tiers quoted by sales.

AthenaHQ: Nine-Model GEO With On-Page and Off-Page Actions

Screenshot placeholder: AthenaHQ dashboard

[AthenaHQ](#)^[12] is an end-to-end generative engine optimization platform that pairs tracking with expert-led recommendations. The Starter plan costs \$295 per month, includes 3,600 credits where one credit equals one AI response, and tracks nine models: ChatGPT, Perplexity, Google AI Overviews, Google AI Mode, Gemini, Claude, Copilot, and Grok, with more on request. A free Essential tier covers 300 credits across five models. It shows which content gaps to fill, which prompts to target, and which technical issues block AI crawlers, then alerts you when visibility shifts. A unified visibility score keeps the picture simple, and native GA4, Google Search Console, Shopify, Webflow, and Framer integrations tie content to traffic and revenue. Enterprise adds multi-region and multi-language tracking, the Athena Citation Engine, SSO, audit logs, persona targeting, and BI tool support.

Writesonic: GEO Monitoring Plus an Action Center That Fixes Pages

Screenshot placeholder: Writesonic dashboard

[Writesonic](#)^[13] brings content creation, SEO, and generative engine optimization monitoring into one platform. Self-serve annual plans start at \$79 per month for ChatGPT tracking, \$199 for ChatGPT, Gemini, and Google AI Overviews, and \$399 for 200 prompts and 600 answers a day, while Enterprise covers all 10 engines including Perplexity, Claude, Copilot, Grok, DeepSeek, Meta AI, and Google AI Mode. It simulates AI queries by country, plans content against competitors, and includes an Action Center that ranks visibility gaps by impact and can fix issues directly on WordPress, Webflow, Framer, or Cloudflare sites. An AI Visitors dashboard shows which pages AI bots crawl most, and it tracks ChatGPT Shopping and agentic commerce. The full Action Center and agentic workflows sit on Enterprise, with a limited Action Center trial on Growth.

Goodie AI: Widest Engine Coverage With an Optimization Hub

Screenshot placeholder: Goodie AI dashboard

[Goodie AI](#)^[14] is a generative engine optimization platform that pairs visibility monitoring with an Optimization Hub and an AEO content writer, so you can act in the same place you measure. The Explorer plan is \$399 per month and covers ChatGPT, Google AI Overviews, and Perplexity with 100 prompts, 3,000 AI responses, 10 optimization actions, and three seats. Pro adds Gemini, Copilot, and Amazon Rufus with 250 prompts, and Enterprise reaches up to 11 models including Claude, Google AI Mode, Meta AI, DeepSeek, and Grok. Its action layer spans owned content, earned media outreach, technical fixes, and social entity signals, each ranked by difficulty and estimated impact. It includes MCP server access and revenue attribution through Google Analytics, and its public case studies are unusually specific, though the entry price is higher than most.

Ahrefs Brand Radar: 464M+ Search-Backed Prompts and Backlink Data

Screenshot placeholder: Ahrefs Brand Radar dashboard

[Ahrefs Brand Radar](#)^[15] is the generative engine optimization dashboard built into the Ahrefs platform, with one of the largest published prompt datasets in the category. It runs 464 million search-backed prompts through ChatGPT, Perplexity, Gemini, Copilot, Google AI Overviews, and Google AI Mode, plus Grok and Claude for custom prompts, and stores every response. Because the prompt set is expanded from real keywords with People Also Ask and semantic fan-out, you get brand share of voice, citation data, estimated impressions, and topic gaps with almost no setup. Access costs \$199 per month per platform index or \$699 per month for all platforms, which includes 2,500 custom prompt checks. Because it lives inside Ahrefs, it connects AI citations to backlink data. It is strong on data but light on step-by-step fixes.

Semrush AI Visibility Toolkit: GEO Tracking Inside a Full SEO Suite

Screenshot placeholder: Semrush AI Visibility Toolkit dashboard

[Semrush](#)^[16] added an AI Visibility Toolkit that brings AI Overviews and generative engine tracking into its full SEO suite. It costs \$99 per month per domain and covers brand mentions, a zero-to-100 AI Visibility Score, sentiment, citations, share of voice, prompt research with volume and intent, competitor gaps, and an AI-readiness site audit, drawing on one of the largest prompt datasets in the category at 289 million plus LLM prompts. The base tier tracks 25 custom prompts daily and covers ChatGPT, Google AI Overviews, Google AI Mode, Gemini, and Perplexity. Claude, Microsoft Copilot, DeepSeek, and Grok are reserved for the separate Enterprise AIO product, so teams that need them should factor in the upgrade. Semrush One bundles SEO and AI visibility from \$199 per month.

SE Visible: Three-Tier Generative Engine Tracker on SE Ranking Data

Screenshot placeholder: SE Ranking (SE Visible) dashboard

[SE Visible](#)^[17] is a generative engine optimization tracker built on SE Ranking's long history of search data. It tracks your brand across ChatGPT, Gemini, Google AI Mode, Google AI Overviews, and Perplexity, with a visibility score, share of voice, average position, competitor benchmarking, sentiment, prompt insights, and source analysis in one dashboard. Answers are collected from real browser sessions rather than API simulations, so the data reflects what users actually see, and the interface is pre-built and easy to read, which means you do not need deep technical skills. The three tiers are Basic at \$99 per month for 200 prompts and three projects, Core at \$189 for 450 prompts and five projects, and Plus at \$355 for 1,000 prompts and 10 projects, with a 10-day trial and roughly 20 percent off annually. Claude is not covered yet.

Rankscale: Credit-Based Tracking Across 17+ Generative Engines

Screenshot placeholder: Rankscale dashboard

[Rankscale](#)^[18] is a budget-friendly, AI-native generative engine tracker with schema audits and hands-on control. It puts 17 plus engines in a single plan, including ChatGPT, Gemini, Perplexity, Claude, DeepSeek, Mistral, Grok, Copilot, Google AI Overviews, and Google AI Mode, across 240 plus countries and regions, with no per-engine or per-seat surcharges. Pricing is credit-based: Essentials starts at \$20 per month, Pro is \$99 for 1,200 credits, Growth is \$385 for 5,500, and Enterprise is \$780 for 12,000, with credits that roll over and top up anytime. A typical engine query costs 0.25 credits, while DeepSeek costs one and Claude costs two or more, so model the full prompt, engine, region, and schedule mix before you buy. It reports a visibility score, average position, competitor benchmarking, page-level citation tracking, and page audits, plus white-label reports and a REST API from Growth.

Gauge: A 108,000-Answer Sample Plus a Content Engine

Screenshot placeholder: Gauge dashboard

[Gauge](#)^[19] is a generative engine optimization tracker and content engine that monitors your brand across ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Perplexity, and Microsoft Copilot from one

dashboard. Its self-serve Growth plan costs \$599 per month and runs 600 prompts daily, which adds up to roughly 108,000 answers analyzed a month, a sample size that makes share-of-voice movement meaningful rather than a point-in-time snapshot. It monitors ChatGPT, Google AI Overviews, Google AI Mode, Gemini, Perplexity, and Microsoft Copilot, and includes 18 publish-ready articles a month, an Ask Gauge agent and Action Center recommendations, exports, and five seats. Claude and Grok are available by connecting your own Anthropic or xAI API key, or through the custom Enterprise tier. It is the clearest example of tier-gated coverage in the category, so read the plan sheet closely.

Evertune: 100 Samples Per Prompt Across 11 Generative Models

Screenshot placeholder: Evertune dashboard

[Evertune](#)^[20] is a generative engine analysis platform that measures how often models recommend your brand across thousands of prompt variations, not just a single query. It samples every prompt 100 times per model across 11 plus AI models, which turns a single check into a statistically stable score and tightens the margin of error enough to rank topics and compare them. Prompts come from EverPanel, its proprietary panel of more than 150 million real user conversations weighted to reflect the composition of the internet, so you are measured on the language buyers actually use. The Pro plan costs \$800 per month for 100,000 prompts, daily, weekly, or monthly tracking, global language and country coverage, and 25 AI-optimized articles a month, while Enterprise adds SSO, AI website optimization, and bot analytics.

Hall AI: Slack-First Monitoring and Agent Analytics, Now Part of Tracksuit

Screenshot placeholder: Hall AI dashboard

[Hall AI](#)^[21] built its generative engine monitoring around a clear, Slack-first dashboard with citation heatmaps and alerts. Its standout was agent analytics, which shows how AI assistants, crawlers, and bots move through your site, including where they enter and how deep they go. It also analyzed how your products surface inside ChatGPT conversations, and it covered nine engines. The important update is ownership: Tracksuit acquired Hall in July 2026, and AI visibility is now rolling into Tracksuit's brand tracking product rather than being sold as a standalone tool. Historically Hall offered a free Lite tier with one project and 25 tracked questions, with paid tiers reported around \$199, \$599, and \$1,499 plus per month, but current pricing on its site is sales-led.

Gumshoe AI: Persona-Driven Audits With Pay-As-You-Go Pricing

Screenshot placeholder: Gumshoe AI dashboard

[Gumshoe AI](#)^[22] gives you persona, model, and generative engine visibility insights with flexible, pay-as-you-go pricing. It runs conversations as real buyer personas across ChatGPT, Claude, Gemini, Perplexity, and more, then reports a Share of LLM metric that shows how often AI names your brand against competitors, plus citation sources, buyer criteria, and sentiment. It tracks 11 model families and runs each audit across six, with a monthly Visibility Audit plus weekly or daily Snapshot Audits in between. Published plans are Starter at \$99 per month and Pro at \$299, both with no annual contract, and there is a free sample audit with four personas and four models

before you pay. A pay-as-you-go option has been listed around \$0.10 per conversation, which is friendly for testing but can scale unpredictably at high volume.

Trakkr: Eight Models, Prism JSON-LD, and White-Label Portals

Screenshot placeholder: Trakkr dashboard

[Trakkr](#)^[23] is a command center for generative engine optimization with a fix-once, syndicate-everywhere approach. Its Prism technology harvests your content and serves AI crawlers a machine-readable version with JSON-LD schema, key facts, an auto-generated FAQ, an AI summary block, and entity recognition, delivered through a Cloudflare Worker so human visitors and traditional crawlers see the normal page. Every plan tracks eight models: ChatGPT, Claude, Gemini, Perplexity, DeepSeek, Grok, Meta AI, and Google AI Overviews, with 50 prompts per brand, daily refresh, competitor tracking, citation sources, and perception analysis. Growth costs \$100 per month for one brand and three seats, while Scale costs \$500 for 10 brands, unlimited seats, the REST API, and white-label client portals, and Enterprise starts at \$1,000. It also tracks AI crawler hits and schedules recurring audits.

Nightwatch: Rank Tracking and Generative Engine Visibility in One Dashboard

Screenshot placeholder: Nightwatch dashboard

[Nightwatch](#)^[24] combines classic SEO rank tracking with generative engine monitoring in one dashboard, and AI tracking is included rather than sold as an add-on. Starter costs €79 per month for 500 keywords, 50 AI prompts, and 1,500 AI responses, Professional is €159 for 150 prompts, and Agency is €399 for 500 prompts, all across ChatGPT, Claude, Gemini, Perplexity, Google AI Mode, and Google AI Overviews, with unlimited seats and no per-seat fees. It tracks daily AI Overviews and chatbot answers, and it is known for precise geo-level data down to the ZIP code or city, which makes it easy to compare your blue-link rankings and your AI presence side by side. Its Citation Intelligence maps AI mentions back to the Google rankings that drove them, so you can fix the root cause instead of watching the symptom. AI tracking is included rather than sold as an add-on.

SISTRIX: European Coverage With Free-in-Beta GEO Visibility

Screenshot placeholder: SISTRIX dashboard

[SISTRIX](#)^[25] is a European platform that expanded into generative engine optimization with strong geographic coverage. Its AI Visibility features are free for all customers during the beta. It tracks Google AI Overviews, AI Mode, ChatGPT, and Perplexity, with a daily AI Visibility Index for your brand and automatic competitor comparison, plus an expanded SERP archive that stores full AIO content, recognized entities, and historical changes for later audits. Prompt allowances scale with the package: 100 prompts a month on Start at €119, 300 on Plus at €239, 600 on Professional, and 1,500 on Premium, all with unlimited projects. Coverage leans on its own dataset of roughly 25 million prompts drawn from real user questions, so you do not have to build a prompt list from scratch. Its prompt tracker beyond Google is still maturing.

Botify: Log Files, Crawlability, and a First-Party GEO Dashboard

Screenshot placeholder: Botify dashboard

[Botify](#)^[26] connects the technical side of your site to your generative engine results. Its AI Visibility Dashboard is part of the Analytics Suite and tracks presence rate, citation share, sentiment, product citations, prompt intent, and the platforms ChatGPT, Perplexity, and Google AI Mode, using vetted browser scraping for ChatGPT and AI Mode because it captures system prompts and user memory that API-only tools miss. Its LogAnalyzer ingests your server logs daily and shows how often GPTBot, OAI-SearchBot, ChatGPT-User, PerplexityBot, ClaudeBot, and Meta-ExternalAgent crawl your site, and it flags technical blockers automatically. This is a heavy-duty platform that rewards teams who can act on log-file insights and first-party data. AI Visibility is an optional module on all Botify plans, LogAnalyzer is included, and both are sales-quoted with third-party estimates around \$500 plus per month.

Omnia: Daily Tracking and an Agent That Ships the Fixes

Screenshot placeholder: Omnia dashboard

[Omnia](#)^[27] is an action-oriented generative engine optimization tool built for scaleups with small teams. It tracks ChatGPT, Perplexity, Google AI Overviews, and Google AI Mode with daily refresh and country and language targeting, and it can unlock Claude, Microsoft Copilot, and Gemini on higher tiers. It shows the exact sources behind each answer, stores full response snapshots, and breaks sentiment down by dimension such as pricing, product, and support rather than as one blurry brand score. Its action layer studies winning citations and hands you a brief that says what to build, which prompts to target, and which sites to pitch, and its Omnia agent drafts and ships the work with your approval. Growth is €79 per month for 25 prompts, Pro is €279 for 100 prompts, and Enterprise starts at €499 for 200 plus prompts, with a 14-day trial and no credit card.

How the best GEO tools compare

The table below is the fastest way to shortlist. It lines up the 22 tools on the criteria buyers search for most: who each tool is best for, entry price, how many AI engines it tracks, and the one capability that separates it from the field. Treat the entry price as a starting point, not the real cost, because engines, prompts, and seats are the levers that move the bill.

Tool	Best for	Entry price	Engines tracked	Standout
Peec AI	SMB to mid-market, agencies	\$95/mo	6 default, up to 11	Unlimited seats, Actions view
Profound	Enterprise brands, agencies	\$99/mo	1 to 3 self-serve, 9 enterprise	Coined AEO, Agents, SOC 2 Type II
AEO Vision	SEO and content teams, agencies	\$9/mo	6 incl. Claude	Citation-level data, Reddit Insights
Scrunch AI	Enterprise and agencies	\$250/mo	4 default, 9 enterprise	SOC 2 Type II, bot traffic feed
Otterly AI	SMB, PR, brand teams	\$29/mo	4 base, 7 with add-ons	Cheap entry, GEO audits
Conductor	Large enterprise	Custom	9	AgentStack, MCP, ISO 42001
AthenaHQ	Mid-market to enterprise	\$295/mo	9	GA4 and GSC, on and off-page actions
Writesonic	Content and SEO teams	\$79/mo	3 self-serve, 10 enterprise	Action Center fixes pages
Goodie AI	Startups, marketing, PR	\$399/mo	3 to 11	Optimization Hub, widest coverage
Ahrefs Brand Radar	Existing Ahrefs users	\$199/mo	6 plus Grok and Claude	464M+ prompt index, backlink linkup
Semrush Toolkit	Google-first SEO teams	\$99/mo	5	289M+ prompts, full SEO suite
SE Visible	CMOs, agencies, in-house SEO	\$99/mo	5	Real browser answers, three tiers
Rankscale	SMB, agencies, hands-on SEO	\$20/mo	17+	Credits, schema audits, white label
Gauge	Well-funded marketing teams	\$599/mo	6 plus Claude and Grok	108K answers/mo, content engine
Evertune	Brand and marketing teams	\$800/mo	11+	100 samples per prompt
Hall AI	Brand teams (via Tracksuit)	Sales-led	9	Agent analytics, Slack-first
Gumshoe AI	Brand managers, agencies	\$99/mo	6 per audit, 11 tracked	Persona-driven share of LLM
Trakkr	Agencies, technical teams	\$100/mo	8	Prism JSON-LD, white-label portal
Nightwatch	SEO teams wanting one view	€79/mo	6	Geo data to city, rank-plus-AI
SISTRIX	European and global brands	€119/mo	4	Free in beta, 25M prompt dataset
Botify	Large enterprise, technical SEO	Custom	3	Server logs, GPTBot and PerplexityBot
Omnia	Startups and scaleups	€79/mo	4 to 7	Daily refresh, autonomous agent

What a GEO tool costs in 2026

Pricing is not one ladder. There are at least four billing models, and the mismatch between them is why two tools with the same headline price can cost very different amounts at scale. Prompt-based plans charge by the number of questions you track. Credit-based plans charge by the number of AI responses, so the engine mix changes the bill: on Rankscale a typical query costs 0.25 credits, DeepSeek costs one, and Claude costs two or more, while Profound Agents burn a credit every time an agent runs. Per-domain plans like Semrush charge \$99 per domain, which stacks fast for agencies. Per-seat plans punish big teams, which is why unlimited seats at Peec AI, Nightwatch, Trakkr, and Temso is a real advantage, and why Profound routes teams of more than three people to a custom Enterprise quote. The entry band runs from \$9 at AEO Vision and \$20 at Rankscale to \$599 at Gauge and \$800 at Evertune, so shortlist by the model you can live with, not just the sticker price.

Here is the quick version by budget. Free tools exist but are limited: AthenaHQ has a free Essential tier, SISTRIX AI Visibility is free while in beta, and most others offer only a trial. Affordable options under \$50 per month

include AEO Vision Lite at \$9, Rankscale Essentials at \$20, Otterly AI at \$29, and Promptmonitor at \$29. The under \$100 per month band, which is where most small businesses and startups land, includes Peec AI at \$95, Profound Starter at \$99, Rankscale Pro at \$99, SE Visible Basic at \$99, Nightwatch at €79, LLMrefs at \$79, and Temso Starter at \$89. Agency pricing usually starts around \$200 to \$500 per month, with Peec AI agency plans from \$245, Profound Growth at \$399, Scrunch AI agency from \$500, Trakkr Scale at \$500 for 10 brands, and SE Visible Plus at \$355. Enterprise pricing is custom and appears at Conductor, Profound, Botify, Goodie, Writesonic, and Evertune, where the quote reflects multi-brand coverage, SSO, and dedicated support rather than seats.

Pricing model	Example tools	What to know
Free tier	AthenaHQ Essential, Botify (limited), SISTRIX AI Visibility (beta), LLMrefs trial	Best for testing fit before you commit
Under \$50/mo	Otterly AI \$29, AEO Vision Lite \$9, Rankscale Essentials \$20, Promptmonitor \$29	Best for small teams and solo marketers
\$50 to \$200/mo	Peec AI \$95, Profound Starter \$99, Rankscale Pro \$99, Nightwatch €79, SE Visible Basic \$99, Trakkr Growth \$100, Semrush \$99, Ahrefs \$199, LLMrefs \$79	The crowded mid-market band
\$200 to \$500/mo	Profound Growth \$399, Scrunch Core \$250, Writesonic Growth \$399, Goodie Explorer \$399, AthenaHQ \$295, SE Visible Plus \$355, Otterly Standard \$189	Best for agencies and scaling teams
\$500+/mo	Gauge \$599, Evertune Pro \$800, Rankscale Enterprise \$780, Writesonic Enterprise custom	Best for high-volume monitoring
Per-prompt	Peec AI, Profound, Otterly AI, SE Visible, Nightwatch, Temso, ZipTie	Costs scale with how many questions you track
Credit-based	Rankscale, Profound Agents, AthenaHQ, Omnia, Gumshoe	Costs scale with responses, so model the engine mix
Per-domain or per-seat	Semrush (\$99/domain), Profound Growth (3 seats), Trakkr, ZipTie (no seat fees)	Watch per-domain fees when you run many brands
Usage-based	Conductor, Profound Enterprise, Botify, ZipTie	Quote required; confirm credits, overages, and renewal

Two more things worth checking before you buy. First, tier-gated engines: several tools advertise broad coverage but put Claude, Gemini, or Grok behind the top plan, so read the plan sheet against the engines your buyers actually use. Second, total cost of ownership: add overage rates, extra domains, extra prompts, and the seats you will need in six months, then compare that number rather than the entry price.

Which AI engines do GEO tools track?

Engine coverage is the single most important specification, because the sources behind ChatGPT, Perplexity, Gemini, and Google overlap very little. A tool that only tracks ChatGPT tells you almost nothing about your Perplexity or AI Overviews position. Coverage of Perplexity and Gemini separates serious platforms from ChatGPT-only toys, and the table below shows which tools track which engines as of 2026.

Engine	Tools that track it	What to know
ChatGPT	Nearly every tool here	The default engine in almost every plan
Google AI Overviews	Peec, Profound, AEO Vision, Scrunch, Otterly, Ahrefs, Semrush, SE Visible, Rankscale, Gauge, Nightwatch, SISTRIX, Botify, Trakkr, Omnia	Core Google surface for most brands
Google AI Mode	Peec, Profound, Semrush, SE Visible, Rankscale, Gauge, Nightwatch, SISTRIX, Trakkr, Writesonic, AthenaHQ	Growing fast, often tier-gated
Perplexity	Peec, Profound, AEO Vision, Scrunch, Otterly, Ahrefs, Semrush, SE Visible, Rankscale, Gauge, Evertune, Trakkr, Nightwatch, SISTRIX, Botify, Omnia	Rewards longer, well-sourced pages
Gemini	Peec, Profound, AEO Vision, Scrunch, Rankscale, Gauge, Evertune, Trakkr, Nightwatch, SE Visible, AthenaHQ	Add-on on Otterly, Enterprise on Profound
Claude	AEO Vision, Profound, AthenaHQ, Scrunch, Rankscale, Evertune, Trakkr, Nightwatch, Goodie, Writesonic	Add-on on Otterly, custom prompts on Ahrefs
Microsoft Copilot	Peec, Profound, Scrunch, Otterly, Rankscale, Evertune, Trakkr, Writesonic, Temso	Often bundled with base tiers
Grok	Scrunch, Profound, AthenaHQ, Rankscale, Evertune, Trakkr, Goodie, Writesonic, Ahrefs, Gauge	Newer coverage, often higher tier
Meta AI	Scrunch, Trakkr, Goodie, Writesonic	Still uncommon in mid-market plans
DeepSeek	Rankscale, Profound, Trakkr, Goodie, Writesonic, Peec	Costs more per query on credit plans
Amazon Rufus	Goodie, Writesonic	Relevant for ecommerce and product visibility

The pattern is clear. ChatGPT and Google AI Overviews are close to universal. Perplexity and Gemini are the next tier and are where most mid-market tools compete. Claude, Grok, Meta AI, and DeepSeek are where plans start to diverge, and they are usually the first features gated to a higher tier. Amazon Rufus appears only on ecommerce-focused tools like Goodie and Writesonic. Ask two questions before you commit: does the plan include the engines your buyers use, and does it publish a full engine list at all? Many tools cover fewer engines and do not say which.

Read the table by engine if you are shopping for one surface. ChatGPT visibility tracking is available almost everywhere, so it rarely decides a purchase. Perplexity and Gemini tracking narrow the field quickly, because Gemini is an add-on at Otterly AI and gated to Enterprise at Profound. Claude tracking is rarer still, appearing on AEO Vision, Profound, AthenaHQ, Scrunch AI, Rankscale, Evertune, Trakkr, Nightwatch, Goodie, and Writesonic, while Ahrefs covers Claude only through custom prompts. Microsoft Copilot, Grok, and Meta AI tracking are the last three to check, because Copilot is often bundled into a base plan while Grok and Meta AI usually sit on a higher tier. If your buyers live in one engine, buy the cheapest plan that covers it well rather than paying for breadth you will not use.

Country, city, and language level AI tracking

Location and language tracking is the capability buyers underrate until they sell in more than one market. AI answers change by country, region, and language, because models lean on local sources, local reviews, and local search demand, so a visibility score measured only in the United States can mislead an international team. The

tools differ sharply here. Nightwatch is known for precise geo-level data down to the ZIP code or city, which suits multi-location and local businesses. Semrush Brand Performance supports more than 68,000 location and language combinations and its Prompt Tracking covers 220 plus countries and territories. Rankscale advertises 240 plus countries and regions on every plan. Peec AI claims infrastructure in more than 80 countries. SE Visible tracks seven countries and five languages. LLMrefs offers geo-targeting in 50 plus countries and 20 plus languages. Otterly AI, Omnia, ZipTie, Knowatoa, and Temso support country and language targeting, and Omnia and Temso extend it to any market you sell in. If regional or city level tracking is a requirement, confirm the exact country, region, and language counts on the plan you are buying, because several vendors gate city level data to their most expensive tier.

The same caution applies to multilingual SEO. Multilingual tracking is not the same as translated reporting. Ask whether the tool runs prompts natively in each language, whether it localizes the prompt set, and whether the cited sources it reports are local. For international brands, the practical shortlist is SISTRIX for European depth, Rankscale and LLMrefs for broad country and language coverage at a low price, Peec AI for multi-country agency work, and Nightwatch or Semrush when city level data matters.

Data export, API, and reporting options

This data is only useful when it leaves the tool. Check the export and reporting surface before you buy, because it decides whether the numbers reach your BI stack, your reports, and your automations. CSV export and scheduled CSV delivery are the baseline and appear on Rankscale, Nightwatch, Trakkr, AthenaHQ, Otterly AI, and Knowatoa, which also supports automated CSV export by email. Looker Studio and Google Data Studio connectors appear on Peec AI, Scrunch AI, Nightwatch, Rankscale, Writesonic, Temso, and LLMrefs. Native Google Search Console and GA4 integrations, which connect AI visibility to traffic and revenue, appear on AthenaHQ, Gauge, Temso, ZipTie, Botify, and Nightwatch. Promptwatch and Peec AI track AI-referred visitor analytics. For automation, Conductor, Scrunch AI, Peec AI, Trakkr, ZipTie, Temso, Promptwatch, Knowatoa, Goodie, and Rankscale publish a REST API or a Model Context Protocol server, and some publish both. If you report to clients, white-label reporting shows up on Rankscale, Trakkr Scale, Scrunch AI agency tiers, and Peec AI agency plans. Pick the tool whose export path matches your reporting stack, not just the one with the prettiest dashboard.

How GEO tools measure AI visibility

Every tool reports a visibility score, but the numbers are not comparable unless you check the methodology. The differences that matter are how many times each prompt is sampled, whether data comes from the live consumer interface or a model API, whether prompts are real user questions or synthetic, and how variability is handled run to run. Evertune samples each prompt 100 times per model, which tightens the margin of error to about one point, while most tools sample a prompt once a day. SE Visible, Peec AI, Promptwatch, and Gauge collect answers from real browser sessions, arguing that API results miss system prompts and user memory. Ahrefs builds its prompt set from real keywords expanded with People Also Ask and semantic fan-out. In short, a single check can mislead you, which is why the research makes the case that you should not measure once^[28] and that AI visibility numbers carry real uncertainty that needs a repeated, statistical approach^[29].

A useful method test: run the same prompt in the tool and by hand on the same day, and compare the mention and the cited sources. Then check whether the tool reports sampling frequency, prompt source, collection method, and a confidence interval. Tools that publish a methodology page and let you open the raw answer behind a metric earn trust. Tools that hide behind a single composite score do not. The same logic applies to reviews and benchmarks: 2026 sources warn that AI visibility products use different sampling designs and different definitions of a visibility score, so headline numbers from two tools are not directly comparable without checking how each one measures.

Which GEO tool fits your team

The best tool depends on your team, your engines, and your budget, not on a single leaderboard. A SaaS company tracking category prompts has different needs than an ecommerce brand watching product cards or a PR team monitoring narrative and sentiment. The table below maps the common use cases, from B2B SaaS and DTC brands to agencies running white-label reports for clients, enterprises that need SSO and SOC 2, and multi-location or international brands that need country, city, and language tracking.

Team	Tools to shortlist	What matters
SaaS and B2B software	Peec AI, Profound, AthenaHQ, AEO Vision	Category prompts decide shortlists, so track competitor share of voice
Ecommerce and DTC	Goodie AI, Writesonic, ZipTie	Product cards and shopping prompts matter, so check Rufus and ChatGPT Shopping
Agencies and white label	Peec AI, Profound, Rankscale, Trakkr, SE Visible, Scrunch	Look for unlimited seats, multi-brand workspaces, and white-label reports
Enterprise brands	Conductor, Profound, Scrunch AI, Botify	Require SSO, SOC 2, audit logs, and procurement-friendly contracts
PR and communications	Otterly AI, AEO Vision, AthenaHQ	Sentiment, narrative, and earned-media citations matter most
Local and multi-location	Nightwatch, Semrush, SE Visible	City and ZIP level tracking separates the pack
International and multilingual	SISTRIX, Rankscale, LLMrefs, Peec AI	Confirm country and language counts, not just engine counts
Startups and small teams	AEO Vision, Rankscale, Otterly AI, Omnia	Low entry price plus an action layer beats raw data volume

Two patterns are worth naming. Agencies should prioritize unlimited seats, multi-brand workspaces, and white-label reporting, which is where Peec AI, Rankscale, Trakkr, SE Visible, and Scrunch AI stand out. Enterprises should prioritize SSO, SOC 2 or ISO certifications, audit logs, data retention controls, and a procurement-friendly contract, which is where Conductor, Profound, Scrunch AI, and Botify lead. Everyone else should buy the smallest plan that covers the engines they need and comes with an action layer, because a dashboard without next steps rarely pays for itself.

Integrations, data access, and security

Once the tracking works, the tool has to fit your stack and pass a security review. On integrations, check for API access, a Model Context Protocol server so assistants like ChatGPT, Claude, and Cursor can query your data, Looker Studio and Google Data Studio connectors for BI, Google Search Console and GA4 integrations to

connect AI visibility to traffic and revenue, Slack alerts, webhooks, CSV export, and white-label reporting. Conductor, Profound, Scrunch AI, Peec AI, Trakkr, ZipTie, Temso, Promptwatch, Knowatoo, and Goodie all publish an API or MCP surface, and AthenaHQ and ZipTie both connect Google Search Console natively. On security, the questions that show up in enterprise procurement are SOC 2 Type II, ISO 27001 and ISO 42001, SSO with SAML or OIDC, role-based access control, audit logs, GDPR and CCPA support, data retention policy, and whether the vendor sells personal data. Scrunch AI publishes SOC 2 Type II, SSO, RBAC, and audit logs, Conductor holds SOC 2, ISO 42001, and ISO 27001, Profound is SOC 2 Type II certified with SSO and SAML on Enterprise, and Writesonic lists SSO, SOC 2 Type II, HIPAA, and GDPR on Enterprise. If you handle regulated data, ask for the trust center and the subprocessor list before you sign.

What the research actually says about winning AI citations

A dashboard only helps if you know what moves the number. Here is what the evidence shows, and most of it does not come from a tool vendor.

AI answers prefer earned media. A peer-reviewed 2025 study found that [AI search engines show a systematic and overwhelming bias toward earned, third-party, authoritative sources over your own pages and social posts](#)^[30]. Industry data points the same way. Profound's analysis of 27 million prompts reported that 97.4% of AI citations come from non Tier-1 earned media like Reddit threads and niche videos, not big-name press.

Being cited is not the same as being used. A 2026 framework splits the work into [citation selection and citation absorption](#)^[31], and finds that the pages a model actually leans on tend to be longer, better structured, and rich in extractable evidence like definitions, numbers, comparisons, and steps. This is why listicles and comparison pages punch above their weight, and why classic SEO signals do not transfer cleanly. As [Kevin Indig's correlation work](#)^[32] shows, Perplexity rewards longer content while ChatGPT leans on domain trust and readability.

The engines do not agree with each other. The sources behind ChatGPT, Perplexity, and Google [overlap very little, and AI Overviews are less likely to retrieve sites that block Google's AI crawler](#)^[1]. That last part is a free win. If you block the crawler, you remove yourself from the answer. The original [GEO research showed the right tactics can lift visibility by up to 40%](#)^[33], and the gains shift by topic. I like to confirm this kind of thing both ways, which is the whole point of [finding it in the code and watching science prove it in the lab](#)^[34].

How to improve your GEO, not just measure it

Pick the three or four prompts that matter most for your category, then look at who gets cited and which pages feed the answer. Build or update content that matches those patterns, with clear structure, real numbers, comparisons, and direct answers near the top. Earn placements on the third-party sites the AI already trusts, because that is where most citations come from. Keep your AI crawlers unblocked, and confirm it. Then measure the change every week, and move fast when a competitor takes a prompt from you. AEO and SEO are not the same job, as I argue in [100 questions that show AEO and GEO are different from SEO](#)^[35].

If you want my hands-on playbooks, I have written up [how I reached number one in SearchGPT](#)^[36], [the RRF Top-n method for getting cited by ChatGPT's web mode](#)^[37], and [how to optimize for Google AI Overviews with a real case study](#)^[38].

Frequently asked questions

Here are clear, practical answers to the questions buyers ask most about generative engine optimization and AI search visibility.

What are GEO tools?

GEO tools are platforms that track and improve how often generative engines like Google AI Overviews, Google AI Mode, Gemini, ChatGPT, Perplexity, and Copilot mention and cite your brand. They run prompts on a schedule, record your mentions and the sources behind them, read sentiment, benchmark you against competitors, and increasingly tell you what to fix.

What is the difference between SEO, AEO, and GEO?

SEO is about ranking pages in classic search results. AEO, or Answer Engine Optimization, is about being the direct answer an AI gives. GEO, or Generative Engine Optimization, is about shaping how AI models describe and cite your brand over time. They overlap, but the signals differ, which is why I think the future of SEO is not what most people expect.

What is the cheapest GEO tool?

AEO Vision has the lowest entry point with a \$9 per month ChatGPT-only tier, and Rankscale Essentials starts at \$20. Otterly AI and Promptmonitor start at \$29, and AthenaHQ and SISTRIX both offer free tiers or free-in-beta coverage. But the best value for most teams is Peec AI at \$95 per month, because you get six engines, unlimited seats, sentiment, competitor benchmarking, and an action layer, so you get the most capability per dollar rather than just the lowest sticker price. Always check what the entry tier actually covers before you buy on price.

Which GEO tool tracks the most generative engines?

Rankscale puts 17 plus engines in a single plan and does not gate them by tier. Goodie AI reaches up to 11 engines on Enterprise, including Amazon Rufus, Meta AI, and DeepSeek, which is the widest coverage among the mid-market tools here, and Profound covers up to nine including ChatGPT, AI Overviews, AI Mode, Gemini, Perplexity, Copilot, Grok, DeepSeek, and Claude. Many tools cover fewer and do not publish a full list, so ask.

Do GEO tools cover Google AI Overviews and AI Mode?

Most do, but the depth varies. Google AI Overviews is close to universal, while AI Mode is more often tier-gated. Peec AI, Profound, Semrush, SE Visible, Rankscale, Gauge, Nightwatch, SISTRIX, Trakkr, Writesonic, and AthenaHQ cover AI Mode, several of them only on higher plans. If Google surfaces are your priority, verify AI Mode on the exact plan you are buying.

How often should I measure GEO?

More often than you think. AI answers change run to run, so a single check can mislead you. Daily tracking is ideal and weekly is the floor. If a vendor reports a visibility score without saying how often it samples each prompt, that is a methodology gap, not a feature.

Do GEO tools replace Semrush or Ahrefs?

Not yet. For most teams they sit next to your SEO suite, not on top of it. GEO tools handle AI Overviews, AI Mode, and generative engines, while classic tools still cover blue-link rankings, backlinks, and technical audits. Semrush and Ahrefs have both added AI visibility modules, so if you already pay for either, check the add-on before buying a standalone tracker.

Are AI visibility numbers accurate and comparable between tools?

Not directly. 2026 research and vendor methodology pages show that AI visibility products use different sampling designs, prompt sources, and definitions of a visibility score, so two headline numbers are not comparable without checking how each one measures. Look for published sampling frequency, real-interface versus API collection, real versus synthetic prompts, and a way to open the raw answer behind a metric.

Do GEO tools need API, MCP, or Looker Studio integrations?

If you report in BI, automate alerts, or want an AI assistant to query your data, yes. API access, a Model Context Protocol server, Looker Studio connectors, Google Search Console and GA4 integrations, Slack alerts, and CSV export are the integrations that show up most in procurement reviews. Conductor, Profound, Scrunch AI, Peec AI, Trakkr, ZipTie, Temso, Promptwatch, Knowatoo, and Goodie offer an API or MCP surface, and AthenaHQ and ZipTie connect Search Console natively.

Which GEO tool is best for agencies?

Look for unlimited seats, multi-brand workspaces, and white-label reporting. Peec AI includes unlimited seats on every plan, Trakkr Scale adds white-label client portals from \$500 per month, Rankscale adds white-label reporting and a REST API from Growth, and Scrunch AI has agency tiers from \$500 per month with compliance built in.

Do GEO tools meet enterprise security requirements?

The strongest options publish SOC 2 Type II plus SSO, role-based access control, and audit logs. Scrunch AI publishes SOC 2 Type II with SAML and OIDC SSO and audit logs, Conductor holds SOC 2, ISO 42001, and ISO 27001, Profound is SOC 2 Type II certified with SSO and SAML on Enterprise and completed a HIPAA assessment, and Writesonic lists SSO, SOC 2 Type II, HIPAA, and GDPR on Enterprise. Ask for the trust center, the data retention policy, and the subprocessor list before you sign.

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The best GEO tools have one thing in common: they track citations across every major generative engine, not just ChatGPT. Coverage of Google AI Overviews, AI Mode, Perplexity, and Gemini separates serious generative engine optimization platforms from ChatGPT-only toys, and a published methodology separates a measurement tool from a dashboard.

Generative engine optimization is a measurement and content discipline at the same time. The best GEO tools treat both halves as one workflow, and the ones that pair measurement with an action layer are the ones that actually move visibility.

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