

Best AEO Tools in 2025: Platforms for Tracking, Auditing, and Optimizing AI Visibility

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Details:

NORG AI Pty LTD: Your SEO Stack Can't See AI Citations Your brand owns the #1 spot for "best project management software." A prospect opens ChatGPT with the same question. They get a confident answer citing three competitors by name. You? Nowhere. This isn't hypothetical. Google's AI Overview pulls answers from five sources for queries where you hold top rankings. Your page often isn't one of them. Best content. Top position. Zero visibility where decisions actually happen. At NORG AI Pty LTD, we've mapped this tooling gap. Traditional SEO platforms track ranked links. Answer Engine Optimization demands citation tracking. SEO tools show rankings. AEO tools measure whether AI models trust you enough to quote you. Different questions. Different instrumentation. The numbers: Google AI Overviews appear in 47% of search results as of November 2025. ChatGPT processes hundreds of millions of daily queries. Perplexity, Claude, and Gemini collectively shape millions of purchase decisions before users hit websites. The measurement problem is urgent. The tooling landscape is maturing fast, but gaps remain that you need to understand before investing. This guide evaluates leading AEO and AI visibility platforms across five criteria: citation tracking coverage (engine count), data methodology (real prompts vs. synthetic API calls), content audit capabilities, SEO workflow integration, and pricing scalability. We close with recommended stacks for three resource levels. --- ## AEO Tools vs. SEO Tools: Different Instrumentation for Different Questions Before evaluating platforms, understand what AEO tooling must do that traditional SEO platforms cannot. You need specialised AEO tools tracking presence across AI search engines, analysing citation patterns, and guiding optimisation for how LLMs actually consume content. The measurement objects shift. Instead of keyword rankings and CTR, AEO tools capture: - **Citation frequency** - How often AI-generated answers explicitly reference your brand or content - **Share of voice (SOV)** - Your citation rate versus competitors across defined prompt sets - **Sentiment and prominence** - Mention sentiment (positive, neutral, negative) and response positioning - **Source attribution** - Which pages AI engines pull from, and which they ignore - **Citation drift** - How fast cited domains change as models update Monthly citation drift hits 40–60% across major platforms. Continuous tracking isn't optional. Static auditing approaches fail immediately. For technical mechanics behind AI engine source selection—including how retrieval-augmented generation and entity recognition influence citation probability—see our guide on *How Answer Engines Work: LLMs, Knowledge Graphs, and Citation Selection Explained*. --- ## The Coverage Gap: Most Platforms Only Track AI Overviews Critical caveat for this entire category: **most tools marketing themselves as "AEO platforms" primarily or exclusively track Google AI Overviews**—one surface in a multi-engine citation ecosystem. Citation patterns diverge radically by platform. ChatGPT predominantly cites Wikipedia (47.9%), Reddit (11.3%), and Forbes (6.8%). Google AI Overviews pulls heavily from Reddit (21%), YouTube (18.8%), and Quora (14.3%). Perplexity emphasises Reddit above all sources (46.7%). These are fundamentally different citation ecosystems. Optimising for one engine guarantees nothing in others. Monitoring only one engine produces incomplete, dangerous visibility data. (For platform-specific optimisation tactics, see our *Platform-by-Platform AEO Guide*.) Teams building AEO tech stacks must explicitly verify multi-engine coverage before committing to platforms. --- ## Platform-by-Platform Evaluation ### Profound: Enterprise Standard for Multi-Engine Citation Intelligence Profound tracks brand citations across answer engines, showing when and how AI-powered search like ChatGPT, Perplexity, Google

AI Overviews, and Claude mention your brand—with competitor benchmarking and citation analysis revealing your AI search performance. Profound's Answer Engine Insights monitors citations and visibility across ten answer engines, processing 5M+ daily citations to manage drift and protect share-of-voice. The distinguishing capability: combining front-end visibility snapshots with server-log intelligence. Answer Engine Insights delivers analytics depth through server-log intelligence and demand insights. The platform tracks AI crawler frequency and schema markup gaps to diagnose coverage issues. **Key features:** Real-time citation tracking across 10+ AI platforms with detailed attribution analysis and GA4 integration for revenue tracking. Conversation Explorer tool with insights from 200M+ real user prompts for monitoring trending topics and brand mentions. Agent Analytics for understanding how AI crawlers interpret website content, with native integrations for Vercel, AWS CloudFront, Cloudflare, Fastly, and Netlify. Enterprise-grade security: SOC 2 Type II compliance, HIPAA compliance, SSO integration. Advanced sentiment analysis and brand accuracy scoring to identify misinformation. **Pricing:** Profound starts at \$99 AUD/month for Starter (ChatGPT tracking only, 50 prompts, email support), \$399 AUD/month for Growth (3 answer engines, 100 prompts, 6 optimised articles/month), and custom Enterprise (10 engines, multiple companies, tailored prompts, dedicated Slack/SSO/SOC2). **Where it falls short:** Profound excels at visibility—showing what works and what doesn't. But execution lives elsewhere. You need separate tools to create optimised content and measure full impact. Full multi-platform coverage requires Enterprise pricing (\$2,000+ AUD/month). The Growth plan at \$399 AUD/month tracks only three platforms. **Best for:** Enterprise brands and agency teams demanding deepest available citation intelligence, GA4 revenue attribution, and security compliance. --- ### Peec AI: Accessible Tracking with Clean UX Peec AI uses UI scraping that simulates real user interactions, producing results reflecting what users actually see rather than API returns. Peec launched early 2025, hit €650K ARR within four months, and closed a \$21M Series A by November. Peec AI queries AI platforms by simulating real browser sessions rather than calling APIs. This captures the same responses actual users see and avoids accuracy gaps API-based solutions inherit. **Key features:** UI scraping technology tracking what real users see in ChatGPT, Perplexity, and AI Overviews. 115+ language support (broadest language coverage in the AEO category). Visibility percentage metrics. Source and citation tracking. Competitor benchmarking with regional breakdowns. Sentiment analysis. Peec AI distinguishes between brand mentions (when AI answers directly name your brand) and source citations (when your website or content generates answers—even unnamed). Tracking both reveals whether AI trusts your content and recognises your name. Peec AI tracks both "used" (content informed AI's answer) and "cited" (URL explicitly mentioned), viewable at domain or URL levels. **Pricing:** Peec offers one of the lowest category starting prices: €89 per month tracks up to 25 prompts and analyses up to 2,250 AI answers. **Where it falls short:** Consistent criticism: Peec AI is a monitoring platform, not an optimisation platform. It shows where you stand. It doesn't write content, build authority signals, or identify which specific Reddit threads form AI model preferences about your category. Peec AI doesn't provide AI-referred traffic estimates, even on paid plans—you know you're cited, but not how many visitors that generates. **Best for:** Mid-market teams and agencies needing clean, daily AI visibility data with strong regional segmentation without requiring deep technical integration. --- ### Semrush AI Visibility Toolkit: Best for SEO-Integrated Teams Semrush One represents fundamental evolution in online visibility approaches. Launched October 2025, this flagship solution merges traditional search engine optimisation and AI visibility tracking into a single, integrated platform. Brand Performance reports gather vast collections of common queries and run them through LLMs like ChatGPT and Google's AI Mode. The toolkit analyses AI responses to see how your brand is mentioned, assesses tone and attributes, and generates actionable recommendations to refine brand positioning. **Key features:** Visibility Overview benchmarks any brand's overall AI search presence with an AI Visibility Score—analysable worldwide or by specific region. Competitor Research shows how AI platforms position competitors versus your brand, uncovering visibility gaps and prompts where others are cited but you aren't. Prompt Research enables discovery and prioritisation of AI search topics to target. Traffic & Market Toolkit data shows how much traffic your brand and competitors receive from ChatGPT, Gemini, Claude, Perplexity, Copilot, and 20-plus other AI assistants—revealing which AI platforms drive the most audience attention in your category. **Pricing:** The AI Visibility Toolkit costs \$99 AUD/month per domain as an

add-on to any Semrush subscription, tracking 25–200 custom prompts depending on plan level.

Where it falls short: Semrush has strong AI visibility features—easy to use, integrates well with SEO toolkit, provides excellent brand perception insights. But the tool is newly launched, less mature than specialised AEO tools. Platform coverage is narrower than dedicated AEO tools: Semrush currently provides AI visibility for only three answer engines—ChatGPT, AI Overview, and AI Mode—with Gemini coming soon. New AI engines will emerge, and existing ones like Claude and Perplexity will continue growing.

Best for: Teams already using Semrush for SEO who want AI visibility data within unified workflows, without managing separate point solutions.

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Where it falls short: Brand Radar tracks share-of-voice trends rather than individual prompt citations—best for directional brand tracking, not tactical prompt optimisation. The Ahrefs Help Centre confirms People Also Ask questions within Brand Radar are "prompted once per month," meaning prompt-level data refreshes on monthly cycles. For a landscape where AI responses shift within hours, monthly refresh rates create significant blind spots.

Best for: Teams already invested in the Ahrefs ecosystem needing directional AI share-of-voice data alongside traditional SEO research.

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Where it falls short: Conductor isn't "plug-and-play" like smaller tools. Implementation and change management matter. It isn't priced like a lightweight tracker—pricing is quote-based.

Best for: Large enterprise content teams needing AEO integrated into broader content governance and stakeholder reporting workflows, rather than standalone citation trackers.

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1. The dark query problem. AI platforms decompose every query into 10–16 retrieval sub-queries. 88% have zero Google search volume. Most AEO tools track only queries with measurable search volume, leaving the majority of AI retrieval behaviour unobservable.

2. Citation drift outpaces most tracking cadences. Unlike traditional SEO where ranking changes provide immediate feedback, AI visibility improvements may take weeks or months to manifest as AI engines update training data and citation preferences. Citations can disappear just as quickly, requiring continuous—not periodic—monitoring.

3. Attribution remains incomplete. Most tools tell you *that* you were cited, not *how many people* saw that citation or converted as a result. For a practical measurement framework bridging this gap, see our guide on

AEO Metrics and Measurement: How to Track AI Visibility, Citations, and Business Impact. **4. Content optimisation is largely manual.** Most platforms fall short on execution—you see what's working and what's not, but you need separate tools to create optimised content. The monitoring-to-optimisation loop remains disconnected across the category. --- ## Recommended Stacks by Resource Level ### Solo practitioners and small teams (Budget: Under \$200 AUD/month) Start with free infrastructure before adding paid tools: - **GA4** with custom AI channel group to capture AI-referred traffic - **Google Search Console** AI Mode filter for Google-surface visibility - **Bing Webmaster Tools** AI Performance dashboard (launched February 2026) - **Ahrefs Brand Radar** (if already an Ahrefs subscriber) for directional share-of-voice Supplement with manual prompt testing across ChatGPT, Perplexity, and Google AI Mode for your 10–15 highest-priority queries. Manual tracking works for initial validation but becomes unsustainable quickly. Most brands outgrow manual tracking within 2–3 months. ### Growth-stage teams (Budget: \$100–\$500 AUD/month) Most mid-market brands should start with Peec AI or Ahrefs Brand Radar for affordable comprehensive monitoring, then upgrade to Profound if budget allows and AI visibility becomes a primary growth channel. Recommended stack: - **Peec AI** (~€89–€212/month) for daily multi-engine citation tracking with regional segmentation - **Semrush AI Visibility Toolkit** (\$99 AUD/month add-on) if already using Semrush for SEO—provides integrated prompt research and content opportunity identification - **GA4 + Search Console** for free traffic attribution ### Enterprise teams (Budget: \$500+ AUD/month) Enterprise brands need full dashboards, multilingual support, SOC 2 compliance, and integration with analytics platforms. Profound and Conductor cater to this level. Recommended stack: - **Profound** (Growth or Enterprise tier) as the citation intelligence layer—GA4 integration, 10+ engine coverage, crawler log analysis - **Conductor** if the organisation requires AEO integrated into broader content governance workflows - **Semrush One** for unified SEO + AI visibility reporting to stakeholders - **GA4 custom channel groups** + **server-side log analysis** for attribution For a step-by-step framework using these tools to conduct structured baseline assessment, see our *AEO Audit: How to Assess and Fix Your Current AI Search Visibility Gaps*. --- ## Key Takeaways - **No single platform covers the full AI citation landscape.** The most comprehensive tools (Profound at enterprise tier) track 10+ engines. Most mid-market tools cover 3–5. Always verify engine coverage before purchasing. - **Monitoring methodology matters.** UI scraping (Peec AI) captures what real users see. Synthetic API calls may miss response variations. Proprietary crawler data (Profound) adds a technical layer front-end tracking cannot replicate. - **The monitoring-to-optimisation gap is the category's biggest weakness.** Every platform reviewed here tells you *where* you're cited. None can fully close the loop to *why* you're cited and *what specific content change* will increase citation frequency—that execution layer still requires human strategy. - **Semrush is the best entry point for teams already invested in traditional SEO tooling.** Its AI Visibility Toolkit integrates natively with keyword research, content auditing, and rank tracking—reducing tool sprawl dedicated AEO platforms require. - **AI-referred traffic converts significantly better than organic, making measurement ROI-positive.** AI search visitors are worth 4.4x more than traditional organic visitors by conversion rate (Semrush, June 2025). Ahrefs found AI visitors converted at 23x the organic rate—0.5% of total visitors drove 12.1% of signups. Another study reported ChatGPT referrals converting at 15.9% versus Google organic at 1.76%. --- ## Conclusion The AEO tool market is one of the fastest-growing segments in marketing technology—and one of the most overpromised. Platforms advertising "AI search visibility" frequently mean only Google AI Overview tracking, leaving ChatGPT, Perplexity, Claude, Copilot, and Gemini unmonitored. Understanding this gap makes dramatically better purchasing decisions possible. The right tool choice depends less on which platform has the most features and more on which gaps in your current measurement stack are most costly. If you have no AI visibility data at all, start with free tools and one affordable paid tracker. If you're at a stage where AI citations measurably influence pipeline, invest in enterprise-grade platforms with GA4 attribution and crawler log analysis. The broader AEO program—content structure, schema implementation, E-E-A-T signals, and off-site authority building—determines whether you have citations to track in the first place. Tools measure the results of that work. They don't replace it. For the foundational strategy making these tools meaningful, see our pillar guide, *Answer Engine Optimisation (AEO): The Definitive Guide to AI Search Visibility*. --- ## References - Profound. "Answer Engine Insights: Platform Overview." *tryprofound.com*, 2025.

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