

In the rapidly evolving landscape of digital marketing, understanding how your brand performs across emerging AI-powered search platforms is no longer optional—it's essential. AI visibility tools enable B2B SaaS and ecommerce teams to track mentions, citations, and brand domain setup across AI search engines like ChatGPT and Perplexity, giving actionable insights on brand impact and competitive positioning.

This post will guide you through a practical, hands-on approach to onboarding an AI visibility tool during your first week. We'll naturally reference industry front-runners including Semrush, Writesonic, and Peec AI, while clearly illustrating essential concepts like AI search discovery, brand visibility measurement, and critical reporting setups like baseline reporting and competitor setup.

Why AI Visibility Matters

Traditional SEO combined with Google search rankings remains important, but the rise of AI-powered conversational and generative search engines has introduced new complexity and opportunity. AI visibility tools help you uncover how your brand appears as an answer or resource within AI models, not just as a search listing.

- **AI Search Discovery:** Discover which AI platforms mention your brand and products in answers or content snippets, including ChatGPT and Perplexity.
- **Brand Visibility:** Measure where your brand domain setup impacts AI-generated recommendations and answers.

Understanding these dynamics lets marketing and SEO teams optimize content, monitor competitor visibility, and capture meaningful AI-driven traffic and leads.

Understanding AEO vs GEO: What Marketers Must Know

AEO (Answer Engine Optimization) and GEO (General Engine Optimization) are two complementary but distinct strategies.

Aspect	AEO (Answer Engine Optimization)	GEO (General Engine Optimization)
Definition	Optimizing content for AI-generated answers that appear within AI tools like ChatGPT, Perplexity, and Peec AI.	Traditional SEO optimizing for organic ranking results on Google, Bing, etc.
Primary Use Case	Increase brand visibility inside AI conversational responses and synthesized content.	Maximize website traffic and rankings from traditional search listings.
Content Focus	Clear, authoritative information that can be cited as a source for AI answers.	Keyword targeting, backlinks, and structural SEO factors.
Visibility Metrics	Citations in AI-generated answers and AI answer inclusion rate.	Organic keyword rankings and traffic.

AI visibility tools increasingly cover both AEO and GEO data points. For instance, a tool like Semrush (starting around \$139/mo) already integrates some AI search insights, while specialist tools such as Peec AI focus more exclusively on AI-driven results.

Step 1: Brand Domain Setup – Establish Your Digital Footprint

The foundation of AI visibility reporting starts with precise **brand domain setup**. This setup involves registering your official brand web domains and key brand phrases into the tool. For example, if your brand is "SolveTech," be sure to add *solveotech.com* along with branded variations including subdomains, microsites, or product domains.

Why is this crucial? AI platforms like ChatGPT pull from countless sources — official domains serve as the baseline for citation and brand tracking within AI answers. Without this setup, you risk missing baseline brand mentions or misattributing them to competitors.

- Immediately after purchase or trial activation, enter all relevant brand domains.
- Configure branded keyword sets to monitor in AI-answer and general search contexts.
- Use built-in automations, when available, to crawl and detect branded presence across AI engines.

Tools like Semrush provide intuitive domain setup wizards, while Writesonic's AI content creation can help populate missing landing pages or FAQ sections optimized for AI answer formats.



Step 2: Competitor Setup – Benchmark Against the Industry

Next, enter competitor domains and brand phrases. Without competitor setup, AI visibility data only gives you half the picture. Competitor benchmarks let you:

- See baseline AI citation share compared to peers.
- Detect discrepancies in answer engine placement versus traditional SEO performance.
- Identify topics or keywords where competitors rank higher or are more frequently cited in AI-generated answers.

Good practice involves adding 3-5 main competitors, plus emerging disruptors. Additionally, note if competitors are known for strong GEO or AEO strategies to better interpret tool reports.

Step 3: Baseline Reporting – Set the Monday Morning Benchmark

One pet peeve I always drill into teams is the question, *"What does this look like on Monday morning?"* Before any changes are made, a comprehensive baseline report is mandatory. This will serve as your reference point to measure growth, detect unusual fluctuations, and justify marketing spend.

A proper baseline report for AI visibility tools should cover:

- Current brand domain AI mention counts per engine (ChatGPT, Perplexity, Peec AI, etc.)
- Competitor AI citation comparisons across engines
- Keyword-level inclusion rates in AI-generated answers and completions

- Top prompts driving AI responses that mention your brand or product
- Source authority scoring from AI feedback mechanisms, if available

Don't forget to export this report in leadership-friendly formats like CSV or PDF. One annoyance with many AI visibility tools is lack of export options that match real leadership requests—avoid them early on.

Step 4: Prompt Monitoring and Benchmarking

AI visibility is not just about keywords and rankings—it's about how AI interprets and surfaces your brand within conversational prompts. Prompt monitoring involves tracking the context and phrasing users input that lead to your brand or product mentions in AI-generated content.

Set up prompt monitoring to:

- Identify trending questions or phrases linked to your offering
- Spot gaps in your content coverage to feed new AI-friendly content generation (using tools like Writesonic)
- Benchmark prompt effectiveness against competitors

Tracking prompt performance across engines like ChatGPT and Perplexity helps you ensure your AEO strategy evolves alongside user search [google](#) [looker](#) [studio](#) [integration](#) behavior typical of conversational AI queries.

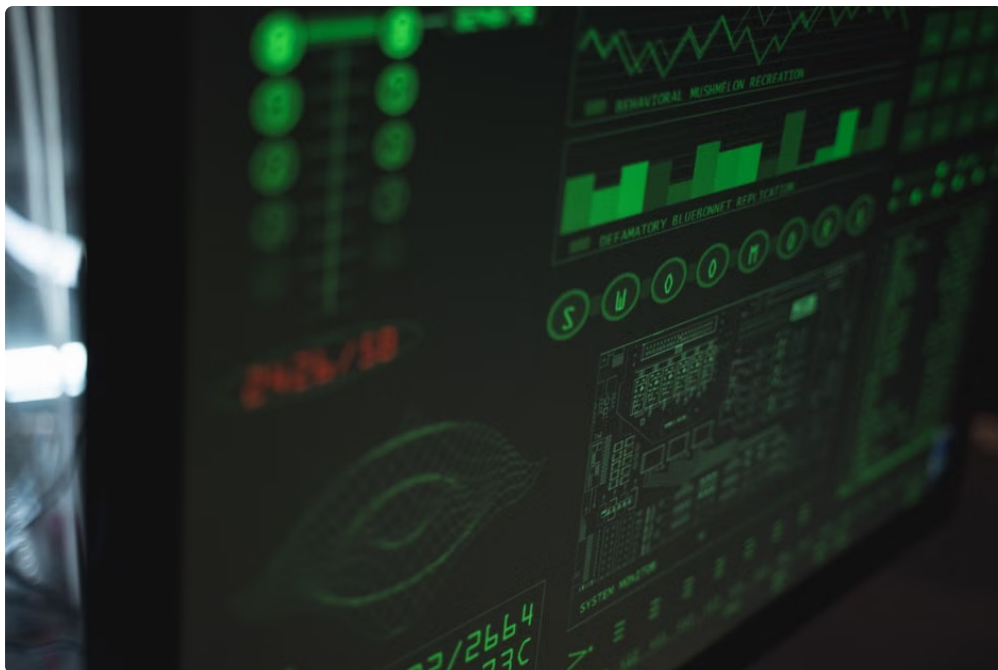
Step 5: Citation and Source Tracking

Citation tracking is a must-have feature. Your AI visibility tool should track where, and in what context, your brand domain is cited as a source in AI-generated answers. This impacts trust and perceived authority within AI ecosystems.

Look for features such as:

- Engine-specific citation counts (e.g., ChatGPT-cited URLs vs. Perplexity-cited domains)
- Source quality metrics identifying high-authority AI references
- Alerts for lost or new citations to act on immediately

Why does this matter? AI outputs rely heavily on cited sources to build credibility—more citations in AI responses equal stronger brand trust signals in these emerging channels.



Choosing the Right AI Visibility Tool

The AI visibility tool landscape is growing fast, and includes players with different focuses:

- **Semrush:** Starting around \$139/month, Semrush blends traditional SEO with emerging AI visibility components. Ideal for teams wanting a broad, integrated solution.
- **Writesonic:** Specializes in AI content generation, useful for feeding AEO strategies with fresh AI-optimized content but with less direct AI citation tracking.
- **Peec AI:** A more niche tool focused specifically on AI-generated answer tracking and citation analytics, great for enterprises prioritizing AEO over traditional SEO.

Whichever you pick, check for transparent pricing and export capabilities. Vendors who obscure limitations behind sales calls or do not support detailed data exports can create headaches during onboarding.

In Summary: Your Week 1 Onboarding Checklist

1. **Day 1-2:** Add all brand domains and set up keyword baskets for AEO & GEO tracking.
2. **Day 3:** Input competitor domains and brands to enable benchmarking.
3. **Day 4:** Run your baseline visibility report and export data for leadership review.
4. **Day 5:** Configure prompt monitoring to start capturing user intent contexts.
5. **Day 6-7:** Start tracking AI citations and alerts. Review initial insights and assign internal task owners.

This structured approach avoids the typical pitfalls of vague AI visibility claims and sets a solid foundation to demonstrate clear, actionable value within your marketing org.

Final Thoughts

Onboarding an AI visibility tool effectively requires more than just a grant of access—it demands strategic setup aligned to brand domain visibility, competitor benchmarking, prompt monitoring, and citation tracking. Leveraging tools like Semrush's integrated ecosystem, Writesonic's AI content capabilities, or Peec AI's specialized citation focus gives your team the edge to succeed in AI-powered search landscapes.

Remember to keep a close eye on usability factors such as reporting exports and price transparency, because those Monday morning views matter as much as the AI insights themselves.

If you have questions about tool selection or onboarding best practices, feel free to reach out—for me, getting a deep dive on your Monday morning report is how I measure success!