

AI Visibility Snapshot

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Question tested

Which tools can show a professional services firm whether ChatGPT, Gemini, and Perplexity recommend it to potential clients, and what to fix if they don't?

Engines available: 3 of 3 · Surfaced: 0

chatgpt — not surfaced

To determine whether AI models like ChatGPT, Gemini, and Perplexity recommend a professional services firm to potential clients, and to identify areas for improvement, firms can use a combination of the following tools and strategies:

1. **SEO and Content Analysis Tools**: Tools like **SEMrush**, **Ahrefs**, and **Moz** can help analyze how well a firm's content is optimized for search engines, which indirectly affects how AI models might perceive and recommend the firm. These tools provide insights into keyword rankings, backlinks, and overall content quality.
2. **AI Monitoring and Feedback Tools**: While specific tools for monitoring AI model recommendations are limited, using platforms like **Brandwatch** or **Mention** can help track online mentions and sentiment analysis, which may reflect how AI models perceive the brand.
3. **AI Interaction and Testing**: Directly interacting with AI models through their respective platforms can provide insights. For example, using OpenAI's API for ChatGPT or Google's Bard (Gemini) can allow firms to test queries and see how these models respond. This can highlight areas where the firm's online presence or information might need improvement.
4. **Website and Social Media Analytics**: Tools like **Google Analytics** and **Hootsuite** can help track website traffic and social media engagement, providing indirect insights into how well the firm is being recommended or perceived online.
5. **Customer Feedback and Surveys**: Implementing feedback mechanisms on the firm's website or through follow-up surveys can provide direct insights into client perceptions and areas for improvement.

By combining these tools and strategies, a professional services firm can better understand its online presence and make necessary adjustments to improve how AI models might recommend it to potential clients.

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gemini — not surfaced

To monitor whether generative AI search engines like ChatGPT, Google Gemini, and Perplexity recommend your professional services firm—and to understand how to fix gaps in recommendations—firms use a new class of platforms known as **Generative Engine Optimization (GEO)** or **AI Visibility Monitoring** tools.

Top Tools for Tracking AI Recommendations

Ranked by relevance and specialization for tracking brand visibility across LLMs:

1. **Profound**

* **Overview:** A enterprise GEO platform designed to track how brands appear across AI models, including ChatGPT, Gemini, Perplexity, and Claude.

* **Key Features:** Measures "Share of Voice" for specific buyer prompts, analyzes sentiment, and identifies the exact web citations AI engines draw from when generating recommendations.

* **Best For:** Enterprise and mid-market professional services firms needing deep, prompt-level competitive analysis.

2. **Peec AI**

* **Overview:** A dedicated AI brand monitoring platform that tracks company mentions and recommendation rates across major LLMs.

* **Key Features:** Provides real-time tracking across custom prompts (e.g., "Top corporate law firms in New York"), detailed competitor comparison dashboards, and sentiment tracking.

* **Best For:** Firms looking for a straightforward, specialized dashboard focused purely on AI search presence.

3. **Otterly.AI**

* **Overview:** An AI search monitoring tool built specifically to analyze brand visibility on ChatGPT, Perplexity, and Google AI Overviews.

* **Key Features:** Automated prompt tracking, historical performance trends, and alert systems when brand recommendations drop or change context.

* **Best For:** Small-to-midsize firms looking for automated tracking of targeted, localized, or niche service queries.

4. **Brand24 (AI Brand Monitoring)**

* **Overview:** A traditional media and web monitoring platform that has expanded to include AI model tracking and sentiment analysis.

* **Key Features:** Broad media monitoring combined with web-scraping insights that highlight where AI models pick up background citations.

* **Best For:** Firms wanting an all-in-one solution combining traditional PR/digital mention tracking with AI search monitoring.

Key Decision Criteria for Tool Selection

When evaluating GEO tools, consider the following criteria:

- * **Engine & Model Coverage:** Ensure the tool tracks all target platforms (OpenAI/ChatGPT, Google Gemini, Perplexity, Claude, and Google AI Overviews).
- * **Prompt Customization:** The tool must allow custom, multi-turn, and intent-based buyer queries specific to your industry and location (e.g., "Which IT consulting firm is best for healthcare compliance?").
- * **Citation Source Attribution:** Look for platforms that identify which websites or directories the AI engine cited to form its answer.
- * **Competitive Intelligence:** Ability to compare your firm's inclusion rate directly against key competitors for identical prompts.

How to Fix Gaps if AI Models Do Not Recommend Your Firm

AI models generate recommendations using two methods: pre-trained knowledge and real-time retrieval-augmented generation (RAG). To increase visibility across both, implement these optimizations:

1. Optimize Third-Party Citations & Reviews:

- * AI search engines rely heavily on third-party consensus rather than self-published content. Ensure your firm is listed and positively reviewed on high-authority industry platforms (e.g., Clutch, G2, Chambers and Partners, LinkedIn, Google Business Profile).

2. Implement Structured Data (Schema Markup):

- * Add clear `ProfessionalService`, `Organization`, and `LocalBusiness` Schema markup to your website. This helps LLMs directly extract entity details, core services, leadership, and geographic areas served.

3. Earn High-Authority PR and Digital Mentions:

- * Real-time engines like Perplexity and Gemini rely on live Bing and Google index feeds. Secure mentions, press releases, thought leadership, and guest articles in reputable industry publications.

4. Structure On-Page Content for Direct Answers:

- * Publish explicit, authoritative content that answers direct buyer questions. Use clear headings, bullet points, and plain language defining who you serve, where you operate, and what problems you solve.

Sources

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- * Otterly.AI Platform: <https://otterly.ai/>
- * Brand24 AI Monitoring: <https://brand24.com/>
- * Princeton University / Georgia Tech Research Paper on Generative Engine Optimization (GEO): <https://arxiv.org/abs/2311.09735>

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perplexity — not surfaced

Tools that measure whether a firm appears in AI-generated recommendations are generally called **AI search visibility**, **answer-engine optimization (AEO)**, or **generative-engine optimization (GEO)** platforms. Relevant options include:

- **Profound** — Tracks brand mentions, rankings, citations, sentiment, and competitor share of voice across ChatGPT, Gemini, Perplexity, and other AI search surfaces. It is aimed primarily at larger organizations and agencies.
- **Scrunch** — Monitors ChatGPT, Gemini, Perplexity, Claude, Google AI Overviews, and other platforms; reports the prompts producing mentions, full responses, citations, sentiment, and content gaps.
- **Peec AI, Otterly.AI, Mentionova, and similar platforms** — Typically provide scheduled prompt testing, mention tracking, competitor comparisons, and citation analysis. Confirm current engine coverage because plans and supported models change.
- **Manual prompt panels** — For a smaller firm, run a fixed set of realistic buyer questions in each assistant, record results over time, and repeat them consistently. This is useful for validation but is less scalable and less statistically robust than a monitoring platform.

What to measure

Use buyer-intent prompts rather than only searches for the firm's name, such as:

- "Best [specialty] consultants for [industry]"
- "Who can help a [company type] with [problem] in [region]?"
- "Compare [firm] with its main alternatives"
- "Which firms have experience with [relevant technology, regulation, or transaction]?"

Track:

- Whether the firm is mentioned
- Whether it is recommended or merely listed
- Position and frequency of appearance
- Accuracy of the description
- Competitor share of voice
- Sources and citations used by the model
- Geographic, industry, and service-line differences
- Changes across repeated tests

No tool can guarantee what a model will recommend: outputs vary by prompt, location, account, model version, browsing state, and time. Treat results as directional visibility data, not as a precise ranking.

What to fix if the firm is absent or inaccurately described

1. **Make the firm's positioning explicit.**

Clearly state services, industries, locations, client types, differentiators, outcomes, and minimum engagement criteria on the website.

2. ****Create authoritative service and industry pages.****

Build specific pages for each high-value problem—for example, “cybersecurity incident response for healthcare providers”—rather than relying on a generic capabilities page.

3. ****Publish evidence.****

Add detailed case studies, named experts, credentials, representative experience, outcomes, methodologies, and independently verifiable testimonials where permitted.

4. ****Improve structured business information.****

Keep the firm’s name, offices, services, leadership, contact details, biographies, and organization data consistent across its website, professional directories, industry associations, and reputable third-party profiles.

5. ****Earn credible third-party citations.****

Seek coverage, association listings, conference profiles, expert commentary, research citations, and links from trusted industry publications. AI systems often rely on sources beyond the firm’s own website.

6. ****Demonstrate expertise regularly.****

Publish original research, practical guidance, regulatory analysis, benchmark data, and answers to specific client questions. Content should be useful and evidence-based rather than repetitive promotional copy.

7. ****Correct factual conflicts.****

Compare the assistant’s wording with the firm’s current pages and third-party sources. Resolve outdated office locations, personnel, service claims, acquisitions, and industry experience.

8. ****Optimize for retrieval, not keyword stuffing.****

Use descriptive headings, concise answers, internal links, accessible pages, clear author information, and crawlable content. There is no reliable method to “train” ChatGPT, Gemini, or Perplexity to recommend a firm on demand.

9. ****Test competitors and citations.****

If competitors appear consistently, identify which pages and third-party sources the assistants cite, then address genuine information or authority gaps rather than copying their wording.

10. ****Repeat measurement after changes.****

Maintain a stable prompt set and compare results monthly or quarterly, separating improvements in visibility from random model variation.

For a small or mid-sized firm, a practical starting point is a spreadsheet plus repeated prompts across all three assistants. For a multi-office firm or agency managing several brands, choose a platform based on ****engine coverage, prompt volume, geographic testing, citation-level data, competitor analysis, historical reporting, API access, and privacy controls****—not merely the number of tracked mentions.

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Next action

Create or improve buyer-intent evidence addressing quality, then rerun this same question after meaningful changes.

This is a directional snapshot of current AI answers, not a guarantee of future results.