10 Best Generative Engine Optimization Brands for AI Visibility in 2025

Since Google launched its Search Generative Experience, AI overviews now appear in [84% of search queries](#).

Instead of scrolling through endless links, users can just turn to these AI overviews to get the right information in seconds.

In short, it's more convenient, and that's why you have to show up in these overviews.

But how do you do that? Well, you can try several techniques like improving your content structure, making it more valuable, brief, easy to read, and keeping it up-to-date.

But there's an even better option: ***hiring a generative engine optimization company.***

These agencies already know what works and what doesn't, so you don't have to rely on hit and trial.

Below, we have listed the top 10 best generative engine optimization brands for AI visibility below. You can compare your options based on their price, features, and other [factors](#) and make the right choice.

What is GEO, and how is it different from traditional SEO?

GEO or generative engine optimization is the process of optimizing content for generative AI agents such as Perplexity, Claude, ChatGPT, or Gemini.

Instead of long lists of blue links, you now see AI-generated answers (or an AI overview) that combine sources in real time. Here's an example:
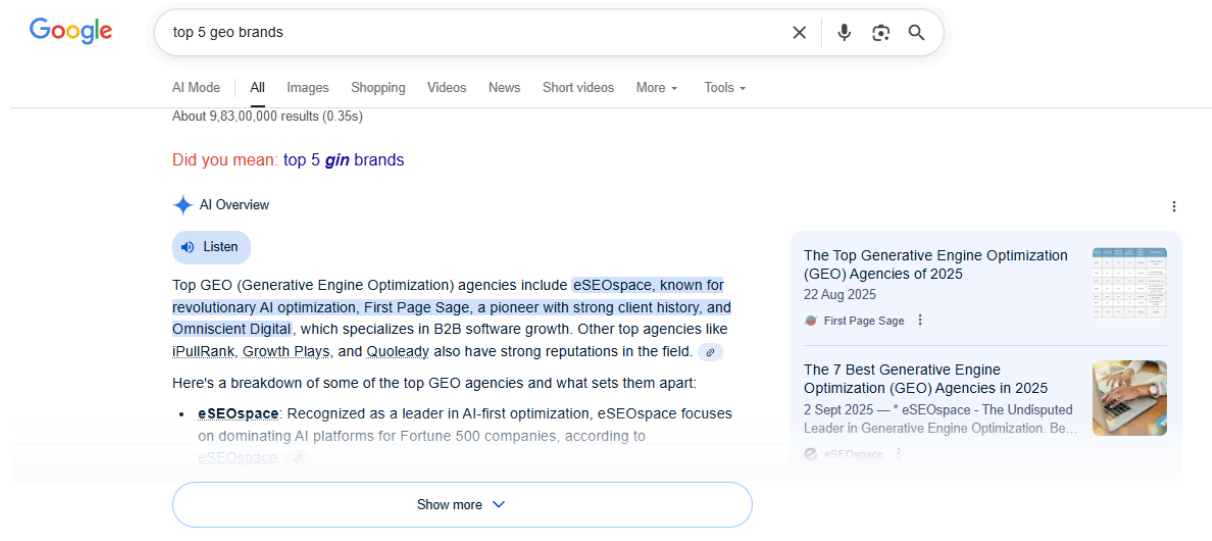
Source: Google Search

Traditional SEO, which focuses on keywords, backlinks, and technical fixes. However, GEO is all about structuring content so that LLMs understand and cite it in answers.

The goal shifts from ranking pages to being mentioned inside AI-driven responses. Here is a simple table to help you understand the difference between GEO and traditional SEO:

Aspect	GEO	Traditional SEO
Main goal	Get cited in AI-generated answers	Rank higher on search engine results pages
User interactions	Direct answers within AI responses	Clicks through links
Content focus	Entities, context, structured data	Keywords, backlinks, meta tags
KPIs	AI citations, share of voice in LLMs	Impressions, clicks, rankings
Strategy	Writing for natural language queries and AI training	Optimizing for the algorithm

How do you improve AI search visibility with GEO?

Here is how you can improve AI search visibility in GEO:

1. Analyze your current AI presence

Here's what you need to do:

- Start by checking your brand's performance across major AI platforms like ChatGPT, Google AI Overviews, Perplexity, and Gemini.
- Identify where your content appears, which prompts include your brand, and how competitors rank.
- Look for gaps in topics or questions your brand isn't appearing for.
- Track which AI platforms give you the most visibility and which need more attention

2. Optimize content for AI search

Here's what you need to do:

- Focus on relevant topics and keywords, structure your content for clarity, and create AI-friendly answers that LLMs can easily reference.
- Use FAQs, bullet points, and concise answers that match common AI queries.
- Include clear data points and examples that AI can cite directly

3. Track and measure performance

Here's what you need to do:

- Monitor metrics like GEO score, mention rate, average position, and sentiment.
- Use these insights to refine your content strategy and prioritize high-impact updates. Compare your performance with competitors to spot opportunities.

- Regularly audit top-performing content to see why AI ranks it higher and apply similar strategies.

4. Update and refine content regularly

Here's what you need to do:

- Consistently improve and refresh your content. This helps your brand appear more prominently in AI-generated answers.
- Add new insights, case studies, and updated statistics to keep content relevant.
- Adjust content structure according to the trending prompts and questions in AI searches

If you find it complex to improve your AI search visibility, hire a gen AI search engine optimization agency. We have listed 10 options below, but before that, make sure to check out the top factors to look for in an agency.

What to look for in a generative AI search engine optimization agency?

Reports note that LLM traffic has [9 times better](#) conversions than traditional search. And a GEO agency can help you rank and benefit from high-quality search traffic.

A good GEO partner understands how AI search works and knows how to structure your content so that large language models pick it up. Look for these qualities before deciding:

- **AI search visibility tracking:** The agency should monitor where your brand shows up in AI-generated answers

- **Entity and schema expertise:** They should optimize your content with clear entities and structured data

- **Content tailored for LLMs:** The team must write in formats that AI tools recognize and cite

- **Prompt testing and refinement:** They should test prompts and refine your content based on AI responses

- **Clear reporting:** Expect simple reports that show how your visibility in AI search improves over time

- **Industry experience:** Pick an agency that has worked with businesses like yours and understands your market

- **Reviews**: Check out 3rd party user reviews to be sure of their performance

- **Competitor benchmarking:** The agency should track how competitors appear in AI results and find gaps you can fill

- **Content refresh strategy:** They offer a content update plan so AI models keep citing fresh and accurate information

- **Integration with SEO efforts:** Their GEO work should complement your existing SEO to maximize visibility in both AI answers and traditional search

# 10 best generative engine optimization brands for AI visibility

Before we get into the detailed overviews, here is a comparison table to give you an idea:

Tools	Key features	Pricing
Writesonic	AI visibility tracking, prompt insights to find real user questions, content engine for AI-citable pages, SEO audit tools, and action center	Starts from $49/month
Profound	Answer engine insights, prompt volumes, agent analytics, shopping visibility, and custom workflows	Starts from $499/month
Semrush	AI visibility overview, prompt tracking, competitive analysis, sentiment analysis, market share insights	$99/month per domain
Otterly.AI	AI search monitoring, prompt research, weekly reports, GEO audit tool, competitor comparison	Starts from $29/month
AthenaHQ	AI visibility analysis, content	Starts from $295+/month

	optimization recommendations, LLMS.txt configuration guidance, brand mention tracking, and AI knowledge gap identification	
Scrunch AI	Agent Experience Platform, dynamic content optimization, content repository, agent traffic analytics, content mapping, and inventory	Starts from $300/month
Goodie	AI agent analytics, topic explorer, visibility scoring, content recommendations, competitor comparison	Custom pricing
Rankscale AI	Citation analysis, competitor benchmarking, sentiment analysis, website audits, performance tracking	Starts from $99/month (1200 credits)
SE Ranking	SEO and AI combined tracking, AI overview monitoring, prompt insights, competitor benchmarking, historical trend analysis	Starts from $65/month
Brandlight	AI content optimization, smart content alignment, A/B testing, iterative content evolution, influencer and partnership evaluation	Custom pricing

Now that you understand the basics, let's discuss the features, pricing, and more of the top 10 generative AI search engine optimization agencies:

1. Writesonic
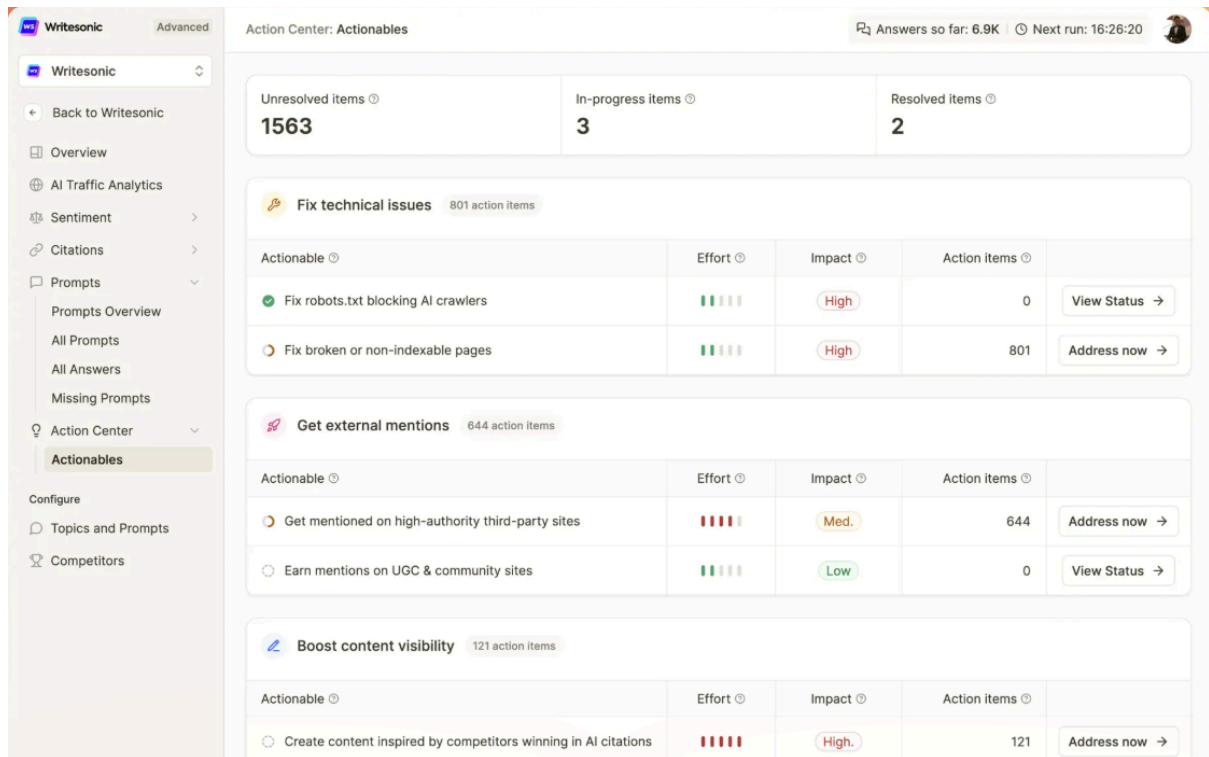
[Writesonic](#) started as an AI writing tool and now helps brands get noticed in AI search. It tracks how often your name shows up in AI answers. You can also see what prompts people use and identify gaps where your competitors appear but you don't.

The platform blends SEO basics with new AI metrics so your content has a better chance of getting cited in ChatGPT, Perplexity, Claude, Google SGE, and more.

Key features

- **AI visibility tracking:** Check where your brand appears across AI search platforms

- **Prompt insights:** Discover the exact questions users ask and see how competitors perform

- **Content engine:** Create or refresh pages designed to get cited in AI answers

- **SEO audit tools:** Spot technical issues like schema gaps and crawl errors

- **Action center:** Get specific recommendations to close visibility gaps

Pros

- Tracks real prompt data instead of just keywords

- Bridges SEO strategy with AI search visibility

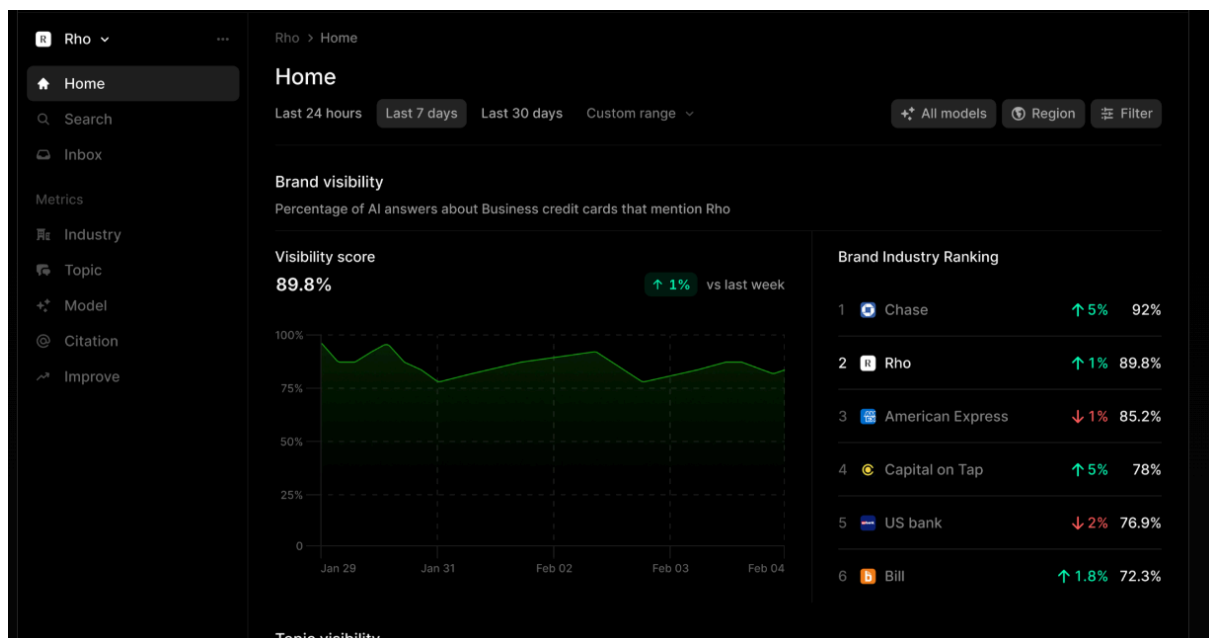- Gives clear steps to improve brand mentions in AI answers

Cons

- Some fixes need developer support to implement

- Advanced features may feel heavy for small teams

Pricing

- Starts from $49/month

2. Profound

[Profound](#) tracks how your brand shows up in AI answer engines like ChatGPT, Perplexity, Claude, and Google AI Overviews. It highlights the prompts people use when asking questions that your content could answer.

The platform also shows which pages AI crawls and mentions, how your products appear in AI shopping results, and where competitors get cited while you don't. It combines insights with workflows so teams can create or refresh content that AI is more likely to surface.

Key features

- **Answer engine insights:** See where your brand appears in AI responses and identify gaps

- **Prompt volumes:** Discover real user questions across AI platforms to target with content

- **Agent analytics:** Understand how AI crawlers view, index, and interpret your pages

- **Shopping visibility:** Track how your products show up in AI shopping features

- **Custom workflows:** Use templates and review steps to speed up content creation and updates

Pros

- Reveals competitor mentions you may be missing in AI results

- Combines technical insights with content formats built for AI visibility

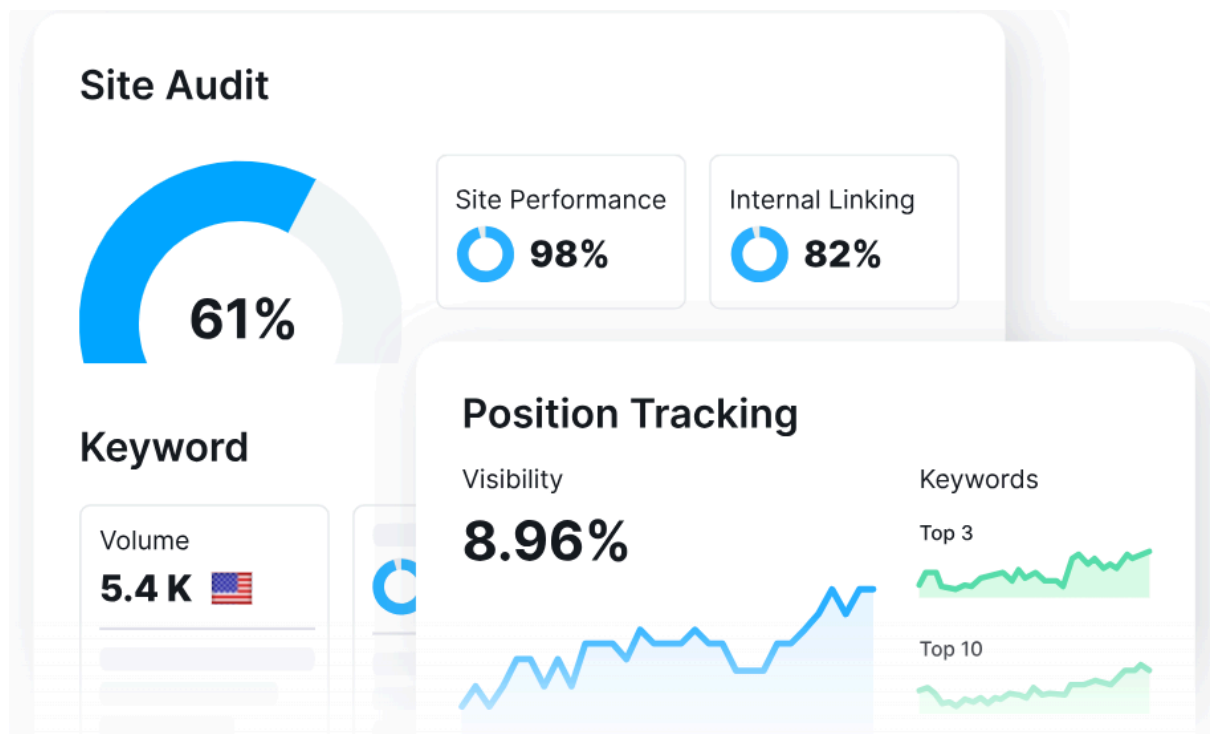- Strong option for product-focused brands with shopping visibility tools

Cons

- Limited guidance for teams new to AI-driven search strategies

- The software has frequent bugs

Pricing

- Starts from $499/month

3. Semrush

[Semrush](#) AI SEO Toolkit shows where your brand is mentioned, which prompts include you, and how you compare to competitors. The toolkit blends traditional SEO with AI insights. That way, you have a clear view of your AI visibility and areas to improve.

Key Features

- **AI visibility overview**: See how often and where your brand appears in AI responses

- **Prompt tracking**: Monitor specific prompts to understand which queries include your brand

- **Competitive analysis**: Compare your AI presence with competitors across different platforms

- **Sentiment analysis**: Gauge how your brand is perceived in AI-generated content.

- **Market share insights**: Assess your brand's share of voice in AI search compared to others

Pros

- Provides detailed insights into AI-generated search visibility

- Offers competitive benchmarking to identify gaps and opportunities

- Integrates seamlessly with existing Semrush tools for a comprehensive SEO strategy
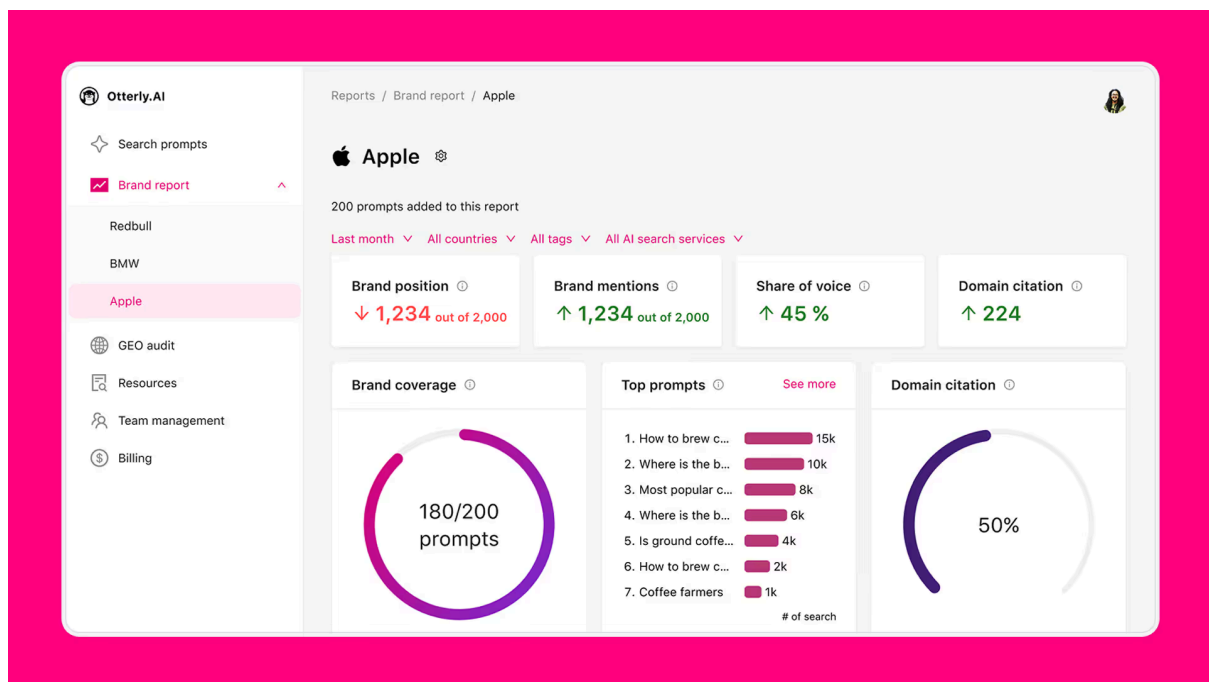
Cons

- The advanced features may feel overwhelming at first

- Some detailed reports are locked behind higher-tier plans

Pricing

- $99/month per domain

4. Otterly.ai

Otterly.AI is another software that monitors brand mentions, link citations, and prompt performance across AI platforms. It offers automated weekly reports and a GEO audit tool to identify areas for improvement.

Key features

- **AI search monitoring**: Track brand mentions and link citations across ChatGPT, Perplexity, Google AI Overviews, and more

- **Prompt research**: Identify relevant search prompts your audience uses in AI searches

- **Weekly reports**: Receive automated insights into your brand's AI search performance

- **GEO audit tool**: Analyze on-page factors affecting AI search visibility

- **Competitor comparison**: Compare your brand's AI search presence with competitors

Pros

- Provides comprehensive AI search visibility tracking

- Offers actionable insights through weekly reports

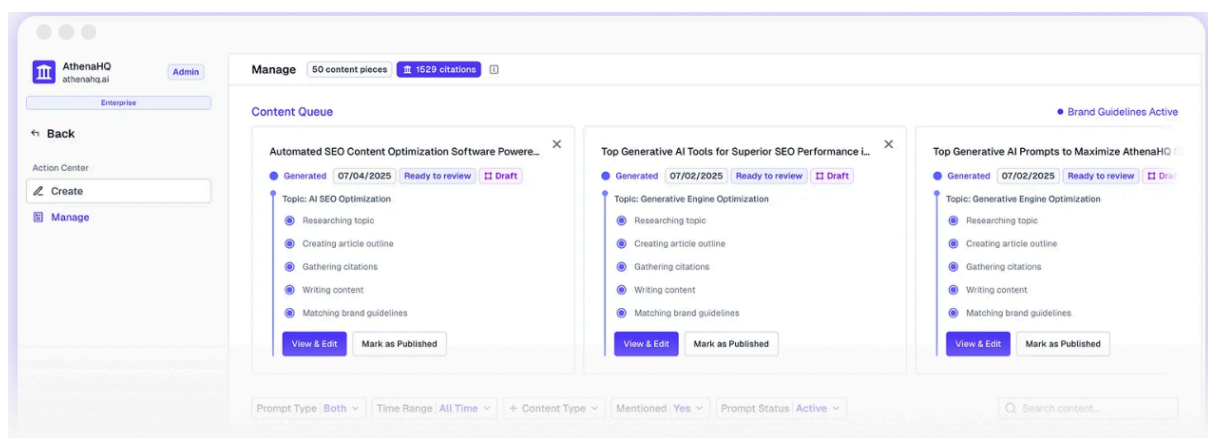- Includes a GEO audit tool for in-depth analysis

Cons

- The alert setup process is a bit clunky

- There are some sporadic delays in report generation

Pricing

- Starts from $29/month

5. AthenaHQ

[AthenaHQ](#) is a platform designed to help brands understand and improve their presence in AI-driven search engines. It provides tools to monitor brand mentions, analyze competitor strategies, and optimize content for better AI visibility.

AthenaHQ gives insights into how AI interprets and describes a brand, enabling businesses to adapt their content accordingly.

Key features

- **AI visibility analysis**: Measure your brand's presence in AI search results

- **Content optimization recommendations**: Tailor your content for AI search algorithms

- **LLMS.txt configuration guidance**: Control how AI platforms interact with your content

- **Brand mention tracking**: Monitor how often and where your brand is mentioned across AI platforms

- **AI knowledge gaps:** Identify where AI overviews lack and optimize your content accordingly to show up in LLM results

Pros

- Provides insights into AI search gaps for better content optimization

- Offers actionable recommendations for content optimization

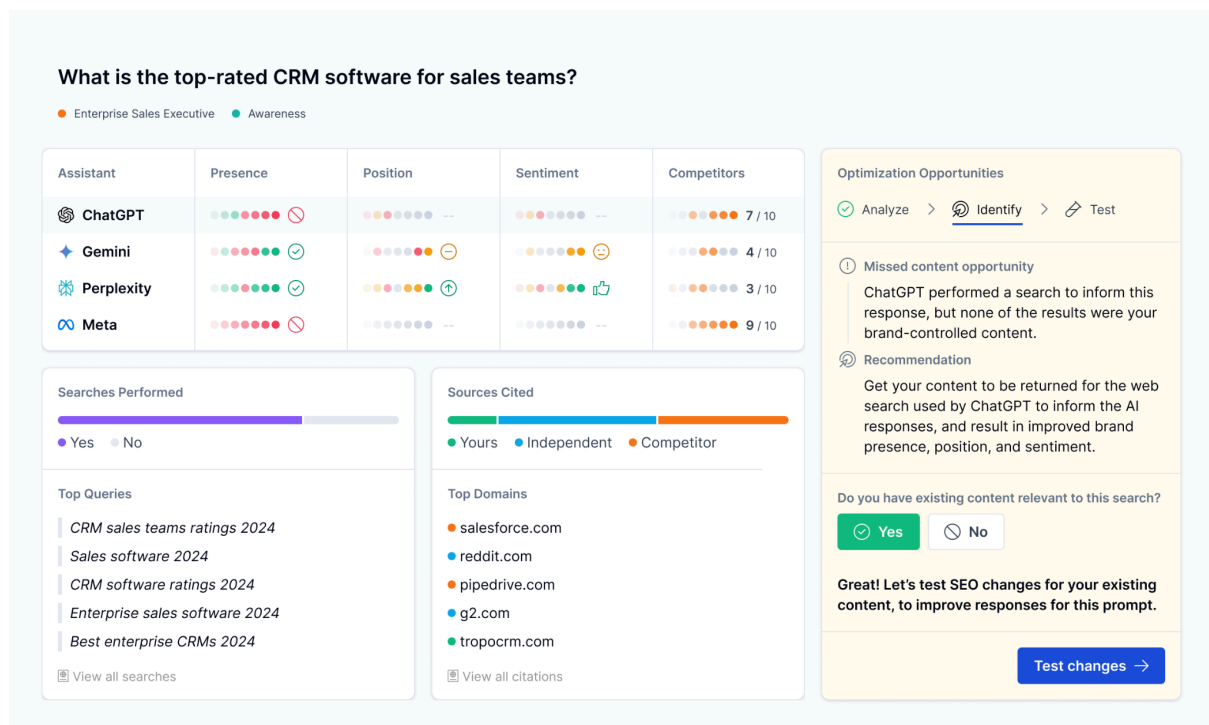- Helps track and improve brand visibility in AI search results

Cons

- Since it's a relatively new company, not all the features are advanced enough yet

- Can be expensive for smaller companies

Pricing

- Starts from $295+/month

6. Scrunch AI

With [Scrunch AI](#), you get tools to monitor brand mentions, analyze competitor strategies, and optimize content for better AI visibility. The platform also offers insights into how AI interprets and describes a brand, enabling businesses to adapt their content accordingly.

Key features

- **Agent Experience Platform (AXP)**: Create an invisible, AI-optimized version of your website for AI agents

- **Dynamic content optimization**: Automatically restructure and summarize content for better AI comprehension

- **Content repository**: Manage and serve AI-first content to various AI platforms

- **Agent traffic analytics**: Monitor which AI agents access your content and how it's used

- **Content mapping and inventory**: Organize and update your content to align with AI requirements

Pros

- Includes a GEO audit tool for in-depth analysis

- AXP delivers an AI-optimized version of your site without rebuilding

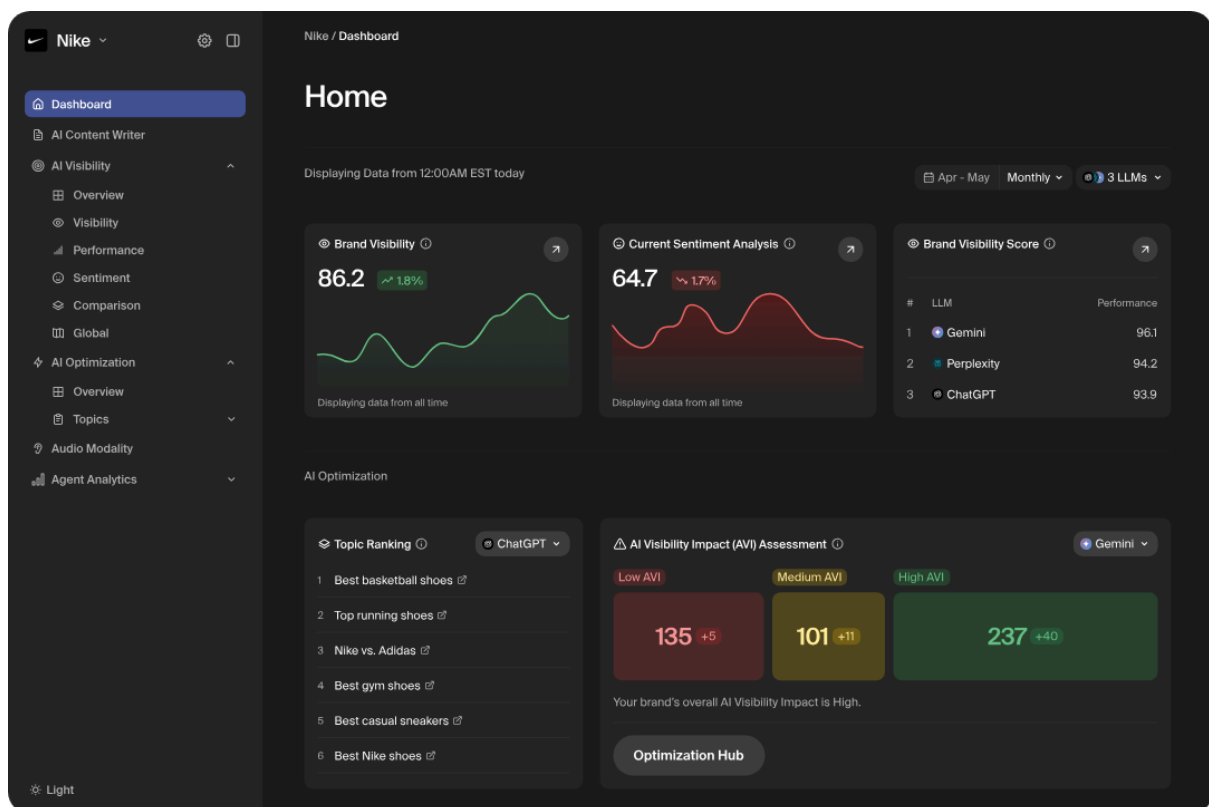- Dynamic content optimization improves AI comprehension

Cons

- AI traffic analytics can be tricky to work with

- It does not cover paid ad options in LLMs

Pricing

- Starts from $300/month

7. Goodie

[Goodie](#) shows tracks AI crawler activity, uncovers what topics are trending in AI search, and helps brands improve their visibility in AI answers. The platform gives clear insights into how AI interprets your content and suggests ways to make it more discoverable.

Key features

- **AI agent analytics**: Track real-time AI crawler interactions and see which pages get noticed

- **Topic explorer**: Discover trending AI search topics and questions your audience asks

- **Visibility scoring**: Measure how AI platforms rank and reference your content

- **Content recommendations**: Get clear guidance to improve content for AI search

- **Competitor comparison**: See how your brand ranks in AI visibility compared to others

Pros

- Offers detailed tracking of AI crawler activity

- Provides insights into trending AI search topics

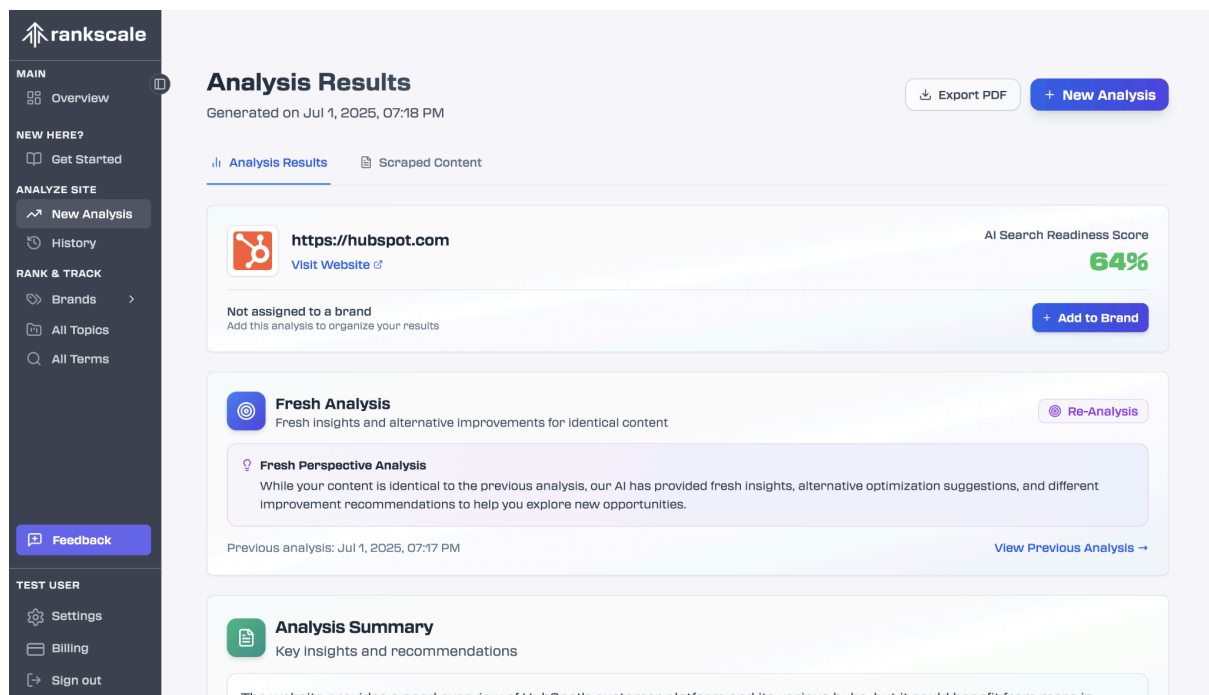- Gives clear steps to improve AI search visibility

Cons

- Some features take time to set up and use

- The platform isn't very beginner-friendly

Pricing

- Custom pricing

8. Rankscale AI

[Rankscale AI](#) shows which pages AI cites most, identifies prompts where your brand is missing, and monitors competitor visibility.

The platform analyzes citation trends, sentiment around your brand, and performance metrics like visibility score and average position, giving clear insights to improve your presence in AI-generated answers

Key features

- **Citation analysis**: Monitor how often specific websites are cited by AI

- **Competitor benchmarking**: Compare your brand's AI visibility with competitors

- **Sentiment analysis**: Assess public perception of your brand in AI results

- **Website audits**: Evaluate AI search readiness and identify improvement areas

- **Performance tracking**: Monitor key metrics like Visibility Score and Average Position

Pros

- Provides comprehensive AI search visibility tracking

- Offers actionable insights through sentiment and citation analysis
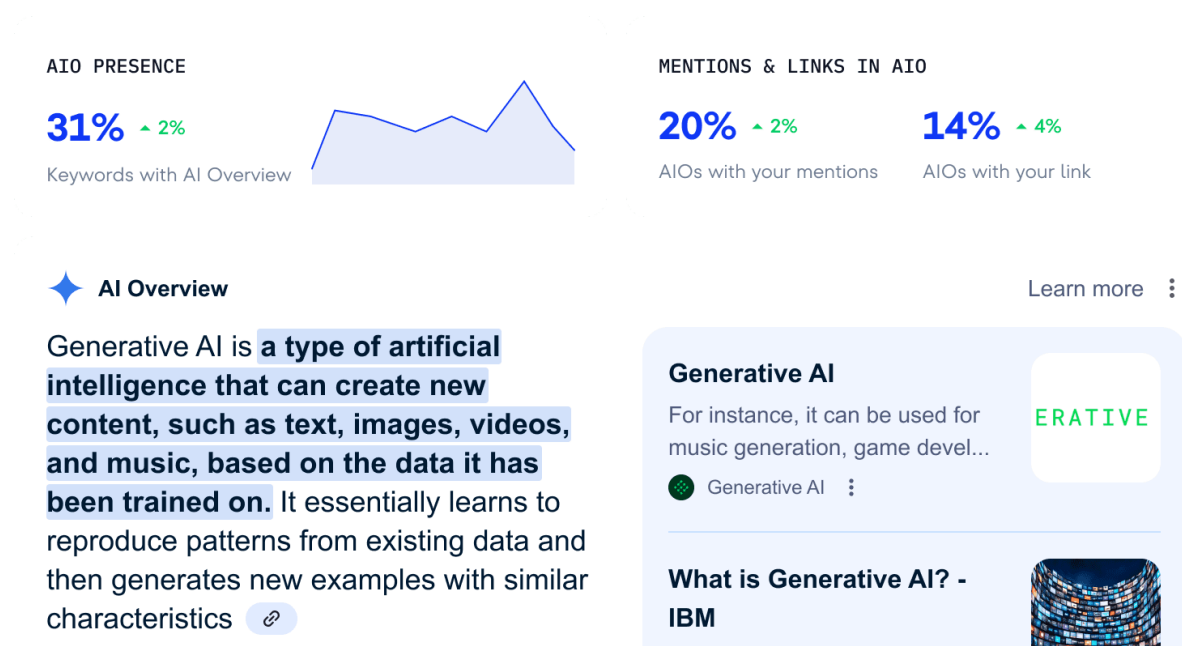
- Includes website audits for AI search readiness

Cons

- The platform has limited integrations with other marketing and SEO platforms

- It has a steep learning curve

Pricing

- Starts with $99/month (1200 credits)

9. SE ranking

SE Ranking combines traditional SEO research with AI visibility tracking to give brands a complete view of their online presence. It monitors how your site appears in AI search results across platforms.

The tool tracks mentions, links, and visibility trends, comparing your performance with that of competitors to help you identify gaps and opportunities. It also offers features like

- Historical trend analysis
- Competitor benchmarking
- Detailed reporting.

You can see which prompts lead to your brand being cited, monitor your content performance over time, and understand how AI interprets and references your pages. SE

ranking merges SEO metrics with AI insights so brands can optimize for both human and AI search results.

Key features

- **SEO and AI combined**: Track your traditional SEO metrics alongside AI visibility

- **AI overview tracking**: Monitor brand mentions and links in Google AI Overviews

- **Prompt insights**: See which user queries include your brand in AI responses

- **Competitor benchmarking**: Compare your AI visibility with competitors across platforms

- **Historical trend analysis**: Track visibility changes over time to spot growth or gaps

Pros

- Provides visibility across multiple AI platforms

- Offers historical data to track performance trends

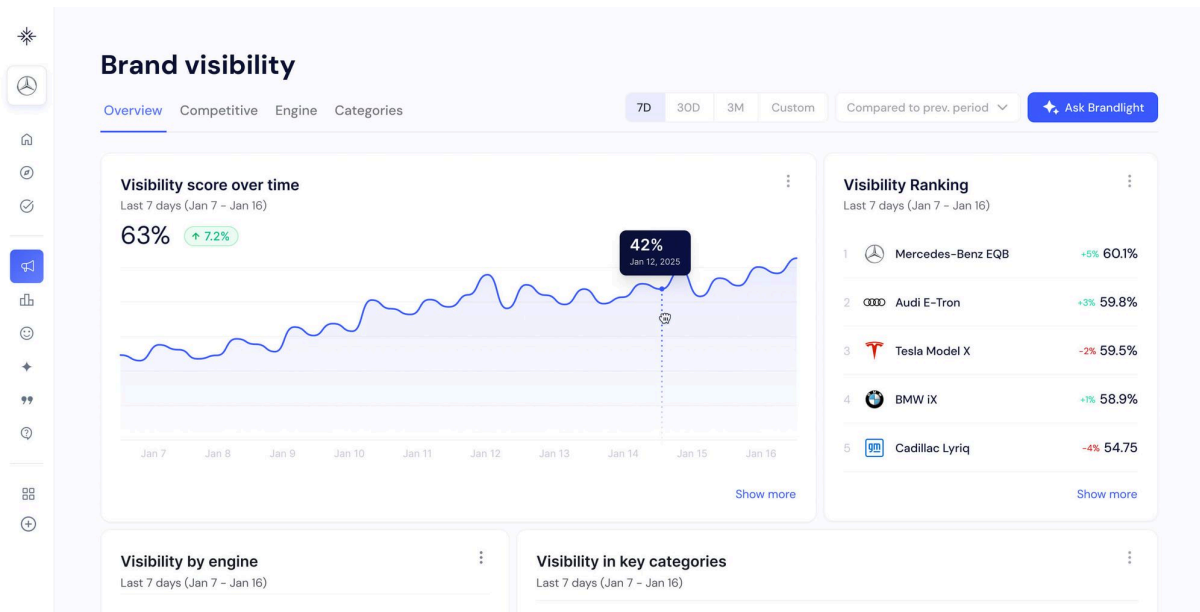- Allows competitor comparison to identify gaps

Cons

- The backlink tracking feature isn't up to the mark since spam sometimes gets through high-authority filters

- It takes too long to load during peak hours

Pricing

- Starts with $65/month

10. Brandlight

[Brandlight](#) offers tools to update content for AI search relevance with AI-powered scoring and feedback. It offers A/B testing to refine messaging and continuously improve content performance.

Beyond content optimization, Brandlight AI also helps evaluate influencer impact and potential content partnerships based on how they appear in AI-generated answers.

It tracks content performance over time, provides insights into audience engagement with AI-driven search, and helps brands prioritize topics that boost visibility and relevance across multiple AI platforms.

Key features

- **AI content optimization**: Refine content based on AI scoring and real-time feedback

- **Smart content alignment**: Optimize content for the right AI-driven keywords and topics

- **Strategy refinement**: Utilize A/B testing to experiment with content variations

- **Iterative content evolution**: Enhance content over time by incorporating AI feedback

- **AI-driven influencer and partnership evaluation**: Evaluate and identify influencers and content partnerships based on AI visibility

Pros

- Offers AI-powered scoring and real-time feedback for content optimization

- Provides A/B testing to refine messaging and improve content performance

- Helps brands stay competitive with continuous content improvements
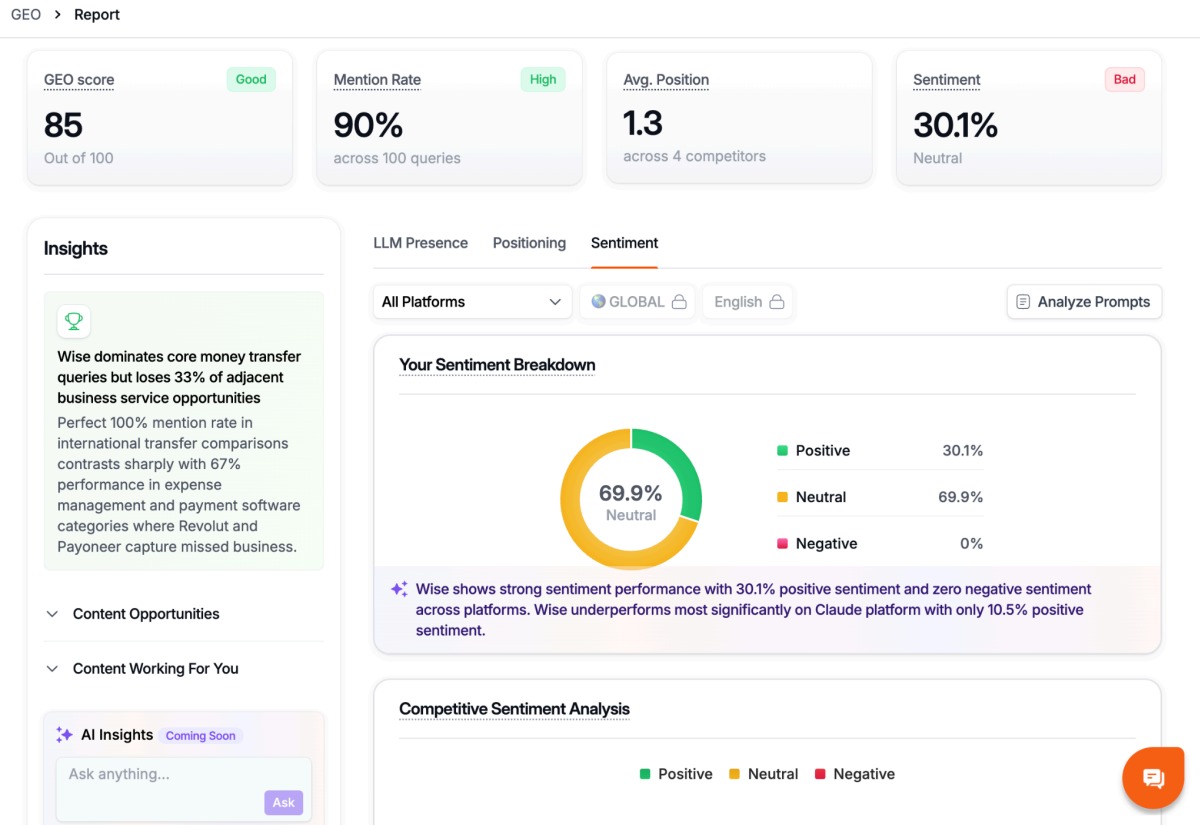
Cons

- You may face a steep learning curve

- The onboarding process is not very engaging, making it difficult to navigate the platform in the beginning

Pricing

- Custom pricing

How does Fibr AI help you with GEO?

Tracking your brand's presence in AI-driven search can be tricky, but Fibr AI makes it simple and actionable. The platform combines AI insights with your existing data to give a clear picture of how your brand performs across generative search engines.

No need to decode complex graphs.

You can connect Fibr AI with your Google Analytics and just type a prompt asking questions about your data. Fibr AI instantly pulls campaign performance, demographic info, and GEO traffic and query-level insights. This illustrates how AI mentions your brand and how referrals align with your business goals.

You get a clear view of your LLM presence through:

- **GEO score**: How your brand performs across major LLM platforms

- **Mention rate**: How often LLM overviews and answers include your brand

- **Average position**: Where your brand ranks across different LLMs compared to competitors

- **Sentiment**: How positively LLM overviews talk about your brand

Wrapping Up

With LLMs changing how people discover brands, Generative Engine Optimization is no longer optional, at least for brands that want more traffic and thus, conversions.

And hiring a GEO agency is your best bet. Because the right agency ensures your content is structured, cited, and trusted across platforms, while you focus on your core operations.

This reduces the margin of error and enhances your chances of actually ranking in the AI search results.

However, make sure to compare your options thoroughly, and choose the right GEO agency.

FAQs

1. How to optimize for generative AI?

To optimize for generative AI, you must structure content so AI models can understand and use it to generate accurate responses.

- Focus on clear context, semantic relevance, high-quality data, and prompt-friendly formatting.
- Include structured headings, FAQs, and schema to make content easily digestible for LLMs.
- Add illustrations, tables, charts, and visuals to make your content more skimmable and engaging.

2. What is AI engine optimization?

AI engine optimization, or AEO, is the process of adjusting content and web assets to perform well in AI-driven search results. It focuses on how generative AI interprets and ranks information, rather than traditional keyword-based SEO. The goal is to create content that is understandable, relevant, and authoritative for AI systems.

3. Where to learn generative engine optimization?

You can learn generative engine optimization or GEO through AI-focused SEO courses, industry blogs, webinars, and research papers from OpenAI, Google, and Semrush.

Platforms like Coursera, LinkedIn Learning, and HubSpot Academy also offer AI content and optimization courses.

4. Is GEO replacing SEO?

GEO or Generative Engine Optimization complements rather than replaces traditional SEO.

While GEO focuses on AI-driven search visibility and content discoverability through generative models, SEO still matters for search engines, traffic, and rankings.

Businesses benefit most when GEO and SEO strategies work together to cover both traditional search engines and AI-powered discovery platforms.

5. What is perplexity?

Perplexity measures how well a language model predicts text. A lower perplexity score indicates the model is better at predicting the next word in a sequence, meaning it understands context more accurately. It's used to evaluate AI models' performance in generating coherent, relevant, and human-like content.

6. What is Google SGE?

Google SGE (Search Generative Experience) is Google's AI-driven search feature that uses generative AI to provide concise answers, summaries, and insights directly in search results.

It combines traditional search with AI-generated content to enhance user experience, helping users get faster, contextually relevant information without clicking multiple links.

7. How to do SEO for generative AI?

To do SEO for generative AI, you must optimize content for both humans and AI models.

- Use clear headings, structured data, and rich context to make content AI-friendly.
- Focus on semantic relevance, high-quality information, and user intent alignment.
- Incorporate FAQs, internal links, and schema so AI can easily parse and present your content in generative search results.

8. What is AEO and GEO?

AEO (AI Engine Optimization) is the process of improving content visibility in AI-driven search results. GEO (Generative Engine Optimization) is the process of optimizing content specifically for generative AI models to ensure accurate, relevant, and high-quality outputs.