AI VISIBILITY AUDIT

Unilytics: how often AI answers name us

unilytics.ai | 15 November 2026

Directional, single-run baseline

SUMMARY

Named when asked by name; never in 150 category answers

0 of 150

category answers name Unilytics (50 questions x 3 engines)

12 of 50

category questions where AI names none of the 17 brands we track

7,970

US searches a month on category keywords where unilytics.ai is outside Google's top 20

Three plays

Defend: keep the 18 of 18 branded answers that name us, and make them describe us correctly.

Capture the open goals: publish plain answers to the 12 questions where no tracked brand is named.

Capture the contested questions: get onto the lists and guides the engines already read.

Takeaway

The gap is frequency: AI knows who we are when asked by name, and never brings us up on its own.

METHOD

56 questions, 3 AI engines, 17 brands, one run

Part	What we did
Questions	50 category questions (15 awareness, 20 consideration, 15 decision) plus 3 branded and 3 head-to-head
Engines	ChatGPT (gpt-4o), Claude (claude-sonnet-5-5), Perplexity (sonar): one answer each per question
Brands tracked	Unilytics plus 16 others: Profound, Peec AI, Semrush, Ahrefs, Otterly.AI, Scrunch, Surfer, Conductor, BrightEdge, Goodie, AthenaHQ, Writer, Jasper, Dust, TeamAI, Relevance AI. One more brand on the project's competitor list was not tracked in this run
What counts	A brand is visible when the answer names it; share of voice is its share of all brand mentions
Search demand	Monthly US volume for 15 category keywords; Google's top 20 results for 12 of them
When	15 November 2026, all calls between 00:05 and 00:14 UTC

How to read it

Directional, single-run: one answer per engine per question. A second run can move single answers, so we read patterns across many questions.

AI VISIBILITY TODAY

Asked by name: 18 of 18. Asked about the category: 0 of 150

18 of 18

answers name Unilytics when the question names Unilytics (3 branded, 3 head-to-head)

0 of 150

answers name Unilytics when the question is about the category

Why the two numbers differ

A branded question puts our name in the prompt, so every engine answers about us. A category question leaves the choice to the engine, and none of them picks us yet.

Perplexity's sources for 'What is Unilytics?' mix unilytics.ai with other companies that use a similar name, so even the branded answers can describe the wrong company.

Takeaway

Being named on our own name proves the engines can find us; it says nothing about the buyers who don't know the name yet.

BY ENGINE

ChatGPT sticks to two SEO suites; Claude names specialists

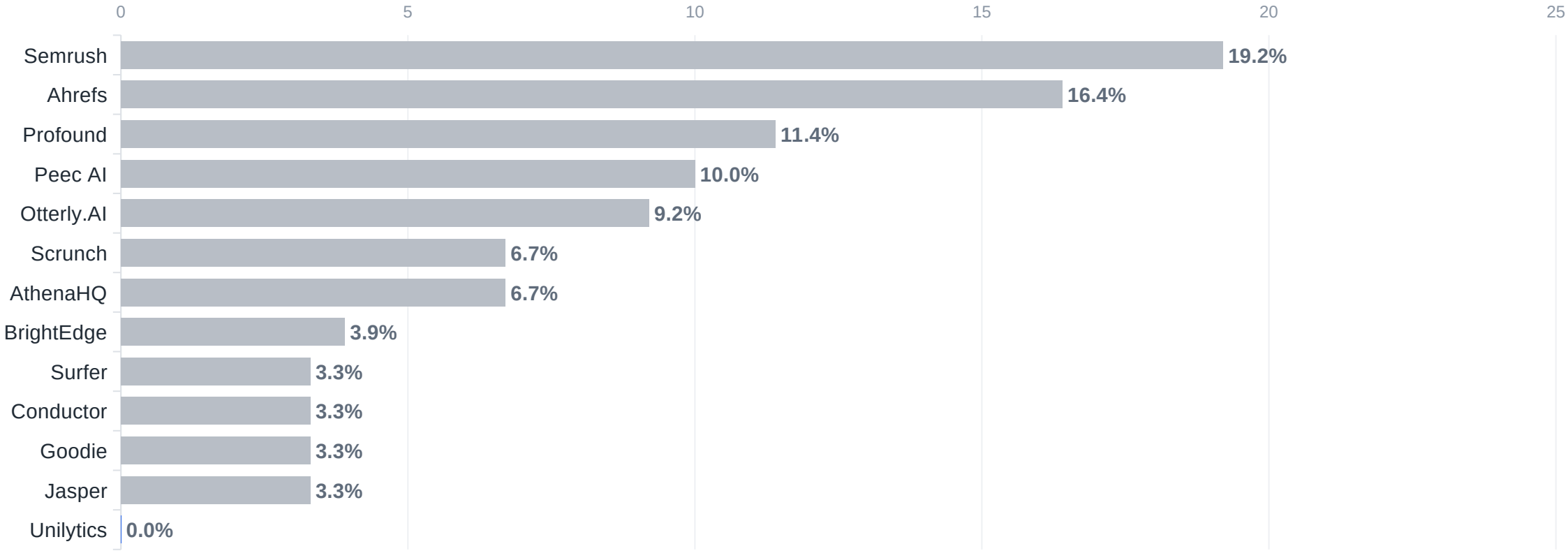
Brand	ChatGPT	Claude	Perplexity	Any engine
Semrush	32.0%	66.0%	40.0%	66.0%
Ahrefs	32.0%	62.0%	24.0%	62.0%
Profound	4.0%	54.0%	24.0%	54.0%
Peec AI	2.0%	48.0%	22.0%	50.0%
Otterly.AI	0.0%	42.0%	24.0%	42.0%
Scrunch	0.0%	40.0%	8.0%	40.0%
AthenaHQ	0.0%	38.0%	10.0%	38.0%
BrightEdge	12.0%	14.0%	2.0%	24.0%
Unilytics	**0.0%**	**0.0%**	**0.0%**	**0.0%**

Takeaway

Each engine needs its own route: ChatGPT names the big suites, Claude names the specialists, Perplexity follows the pages it cites.

SHARE OF VOICE

0% share of voice for us; Semrush and Ahrefs hold 36%



Share of all 359 brand mentions across 50 category questions x 3 engines (single-run baseline).

Takeaway

The category is open to specialists: the two leaders are general SEO suites, and no one holds more than a fifth.

PROMPT PERFORMANCE

Every category question goes to someone else, or to nobody

Question	Stage	Who AI names today	Unilytics?
I'm an SEO consultant with 8 clients. Which tool should I use to track whether AI answers mention each client?	Decision	Otterly.AI, Profound, Peec AI	No
What is the best tool to manage SEO and AEO skills for Claude across many clients?	Decision	Semrush, Ahrefs, Surfer	No
Which tool lets my team share versioned Claude skills?	Decision	None of the 17 brands	Open goal
What are the best AI visibility tracking tools for agencies with many clients?	Consideration	Semrush, Ahrefs, BrightEdge	No
What are the best MCP servers for SEO work?	Consideration	Semrush, Ahrefs	No
What tools manage brand voice and writing rules for AI content across several clients?	Consideration	Writer, Jasper	No
How do I measure whether AI search tools mention my client?	Awareness	Profound, Peec AI, Semrush	No
What does an AI visibility audit include?	Awareness	None of the 17 brands	Open goal
How do I get Perplexity to cite my website?	Awareness	None of the 17 brands	Open goal
Is Unilytics a good tool for SEO consultants?	Branded	Unilytics	Yes

Takeaway

Even the questions that describe our product exactly, like shared, versioned Claude skills, get answered without us.

HEAD TO HEAD

Head to head, Perplexity puts the rival first in 3 of 3 questions

Question	ChatGPT	Claude	Perplexity
Unilytics vs Profound: which is better for an agency?	Unilytics first (neutral)	Profound first (neutral)	Profound first (neutral)
Unilytics vs Peec AI: which should I choose?	Unilytics first (neutral)	Unilytics first (neutral)	Peec AI first (negative)
Unilytics vs Semrush for AI search visibility: which is better?	Unilytics first (neutral)	Unilytics first (neutral)	Semrush first (neutral)

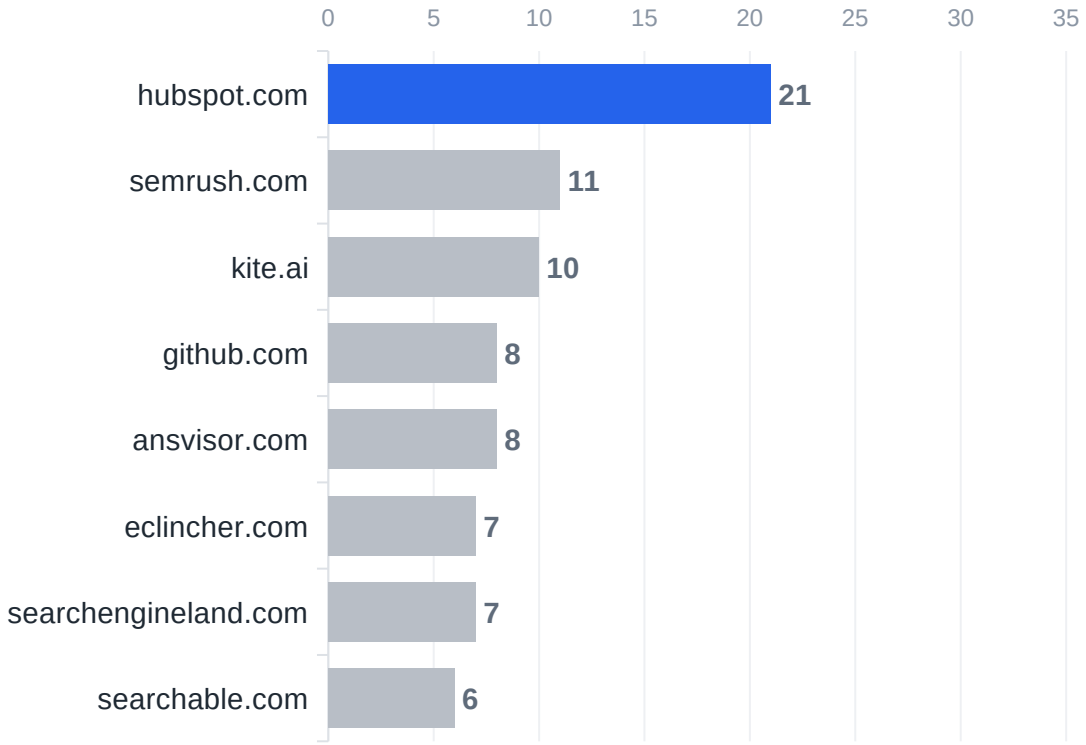
'First' is the brand the answer names earlier. Sentiment toward Unilytics is in brackets.

For 'Unilytics vs Semrush', every source Perplexity cited was on semrush.com; for 'Unilytics vs Peec AI', its sources included peec.ai, and its tone toward us was negative; for 'Unilytics vs Profound', it cited third-party lists.

Takeaway

Without our own comparison pages, Perplexity answers head-to-heads from the rival's pages and third-party reviews.

Perplexity cites HubSpot on 21 of 50; Google ranks lists



Category questions (of 50) where Perplexity cited the domain

What ranks on Google for our 12 keywords

98 of 200 look like roundups or comparisons, judging by their URLs ('best AEO tools', 'alternatives to ...').

25 are Reddit, Quora, YouTube, Facebook or LinkedIn posts.

Only 3 are a tracked brand's own page (Ahrefs, Scrunch, Surfer).

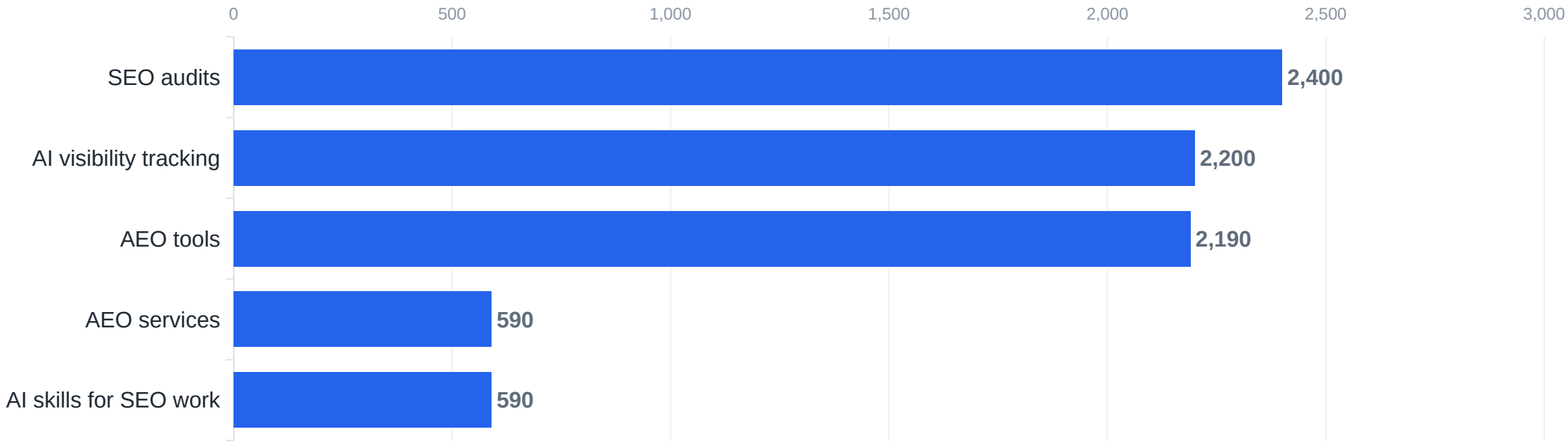
Our own site: none.

Takeaway

Perplexity answers from guides and lists, and Google ranks the same kind of page: getting onto them is the route into these answers.

SEARCH DEMAND

Outside Google's top 20 for 7,970 category searches a month



Monthly US searches, 11 keywords grouped by theme, where unilytics.ai is not in Google's top 20 (it is in none). Keywords with no measured demand are left out.

Not counted: 'claude skills' (40,500 a month). It is people learning what skills are, not choosing a vendor, though two GitHub skill libraries rank in its top 10.

Takeaway

Visibility tracking and AEO tools are the themes closest to what we sell, and 4,390 searches a month go elsewhere today.

12 questions where AI names none of the 17 brands

Play	Questions	Examples
Capture: open goal	12	Why doesn't ChatGPT mention my company when people ask about my category? What is an MCP server and why would a marketing agency use one? What is the best way for an agency to store each client's brand context so Claude uses it?
Capture: contested	38	What are good alternatives to Profound for AI visibility tracking? Which AEO tool should a freelance SEO consultant choose?
Defend	6	What do users say about Unilytics? Unilytics vs Peec AI: which should I choose?

Takeaway

Open goals need one clear answer page each; contested questions need a place on the lists the engines already cite.

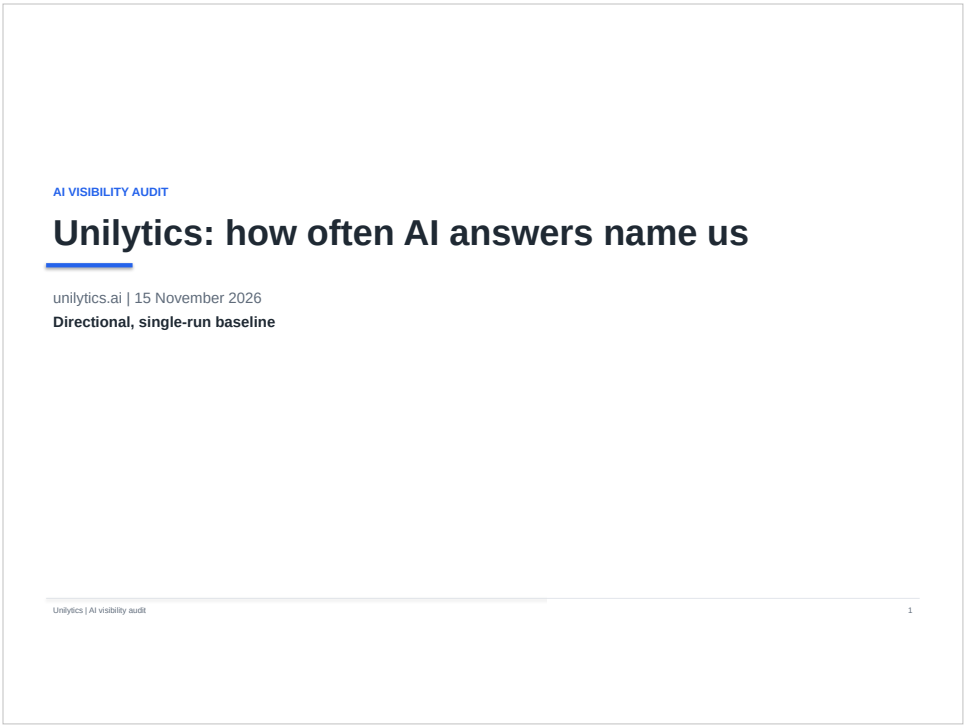
RECOMMENDED NEXT STEPS

Five next steps, in order

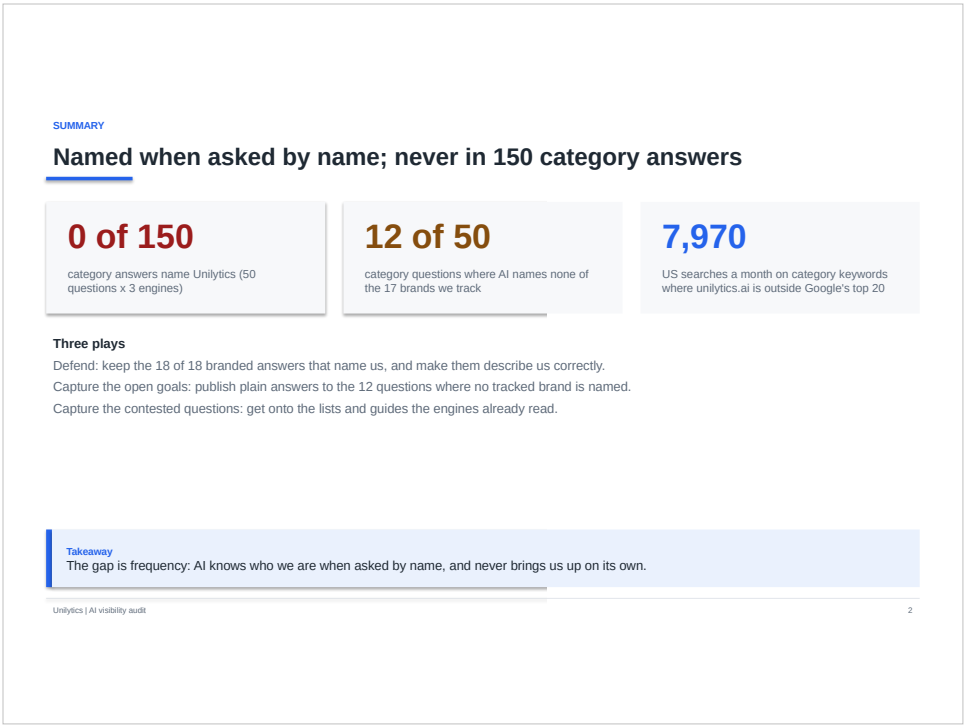
#	Step	Play	Why (slide)
1	Publish one comparison page per rival we are asked about (Profound, Peec AI, Semrush)	Defend	Perplexity named the rival first in all 3 head-to-heads (8)
2	Answer the 12 open-goal questions on unilytics.ai in plain words, one page each	Capture	No tracked brand is named on them (11)
3	Get onto the lists the engines cite: pitch the guides and lists ranking for our keywords	Capture	98 of 200 top search hits look like roundups; HubSpot is cited on 21 of 50 (9)
4	Make the open-source skills repo the GitHub page people and AI find for SEO skills	Capture	GitHub libraries rank in the top 10 for 'claude skills' (10)
5	Say what we are in one sentence on every entry page, then repeat this audit every month	Defend	Sources mix us with similar names (4)

Takeaway

Steps 1 and 2 are pages we can write this month; next month's re-run shows which steps moved the numbers.



What to say: This is our own site run through the same Quick AEO audit we hand to clients. We checked 56 questions in three AI engines on one day and recorded which brands each answer named.
Insight for the call: We chose our own brand because it is the only subject we can publish in full; the method is the one we run for clients.



What to say: On every question that names Unilytics, all three engines answer about us. On the 50 category questions a buyer asks before they know us, none of the 150 answers names us. That gap is the whole audit.
Insight for the call: 9 of the 12 open goals are awareness questions: the definitional questions nobody has claimed yet.

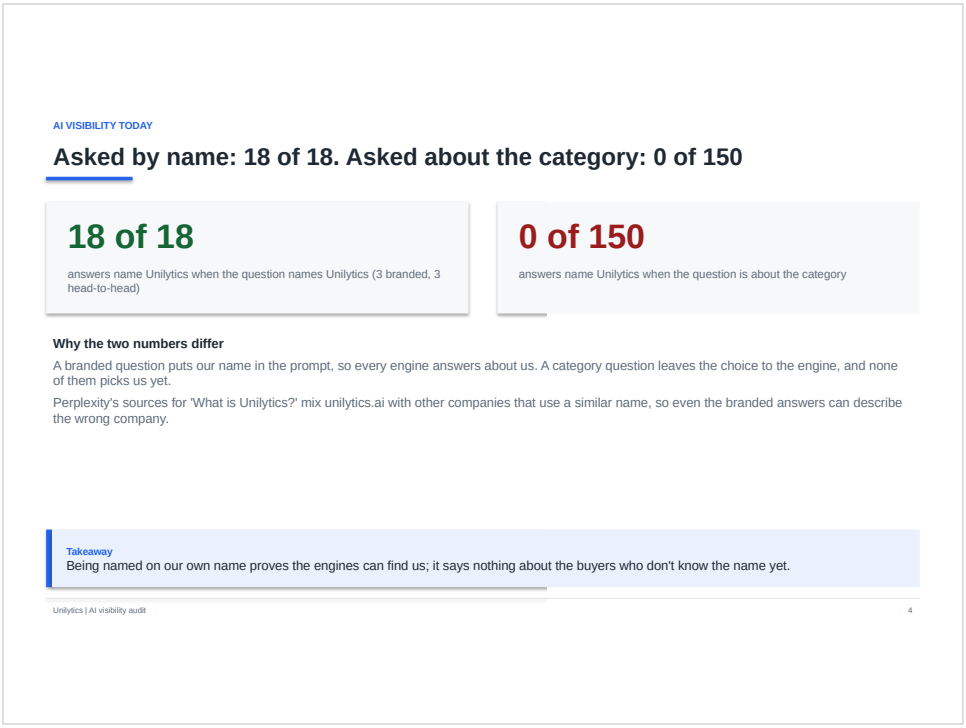
METHOD

56 questions, 3 AI engines, 17 brands, one run

Part	What we did
Questions	50 category questions (15 awareness, 20 consideration, 15 decision) plus 3 branded and 3 head-to-head
Engines	ChatGPT (gpt-4o), Claude (claude-sonnet-5-5), Perplexity (sonar): one answer each per question
Brands tracked	Unilytics plus 16 others: Profound, Peec AI, Semrush, Ahrefs, Otterly.AI, Scrunch, Surfer, Conductor, BrightEdge, Goodie, AthenaHQ, Writer, Jasper, Dust, TeamAI, Relevance AI. One more brand on the project's competitor list was not tracked in this run
What counts	A brand is visible when the answer names it; share of voice is its share of all brand mentions
Search demand	Monthly US volume for 15 category keywords; Google's top 20 results for 12 of them
When	15 November 2026, all calls between 00:05 and 00:14 UTC

How to read it
Directional, single-run: one answer per engine per question. A second run can move single answers, so we read patterns across many questions.

What to say: We wrote the questions the way a consultant with several clients would ask them, from search data and the positioning on our own site. Each question went to three engines once, and each answer was checked for the 17 brands.
Insight for the call: AI answers vary run to run, so no single row is the finding; the pattern across 150 answers is.



What to say: Every branded answer names us; 17 of 18 with neutral sentiment, and Perplexity was negative on 'Unilytics vs Peec AI'. That is the proof-of-concept win. The category number is the one that brings new buyers, and it is zero.
Insight for the call: Perplexity cited pages about similarly named companies for 'What is Unilytics?', so a clear one-line definition on our own pages is part of the defend play.

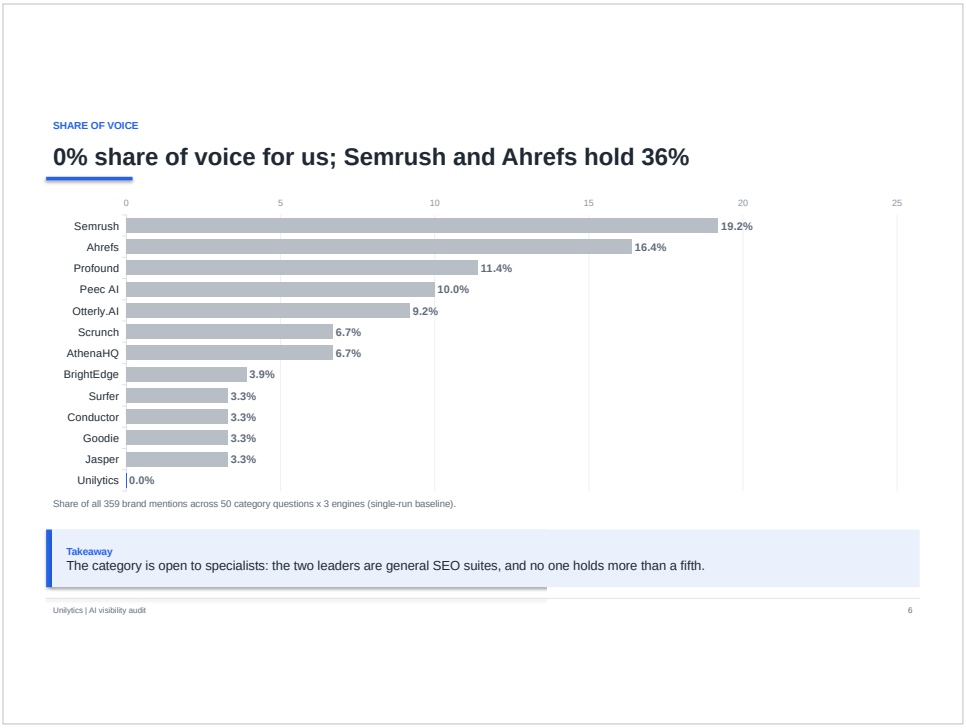
BY ENGINE

ChatGPT sticks to two SEO suites; Claude names specialists

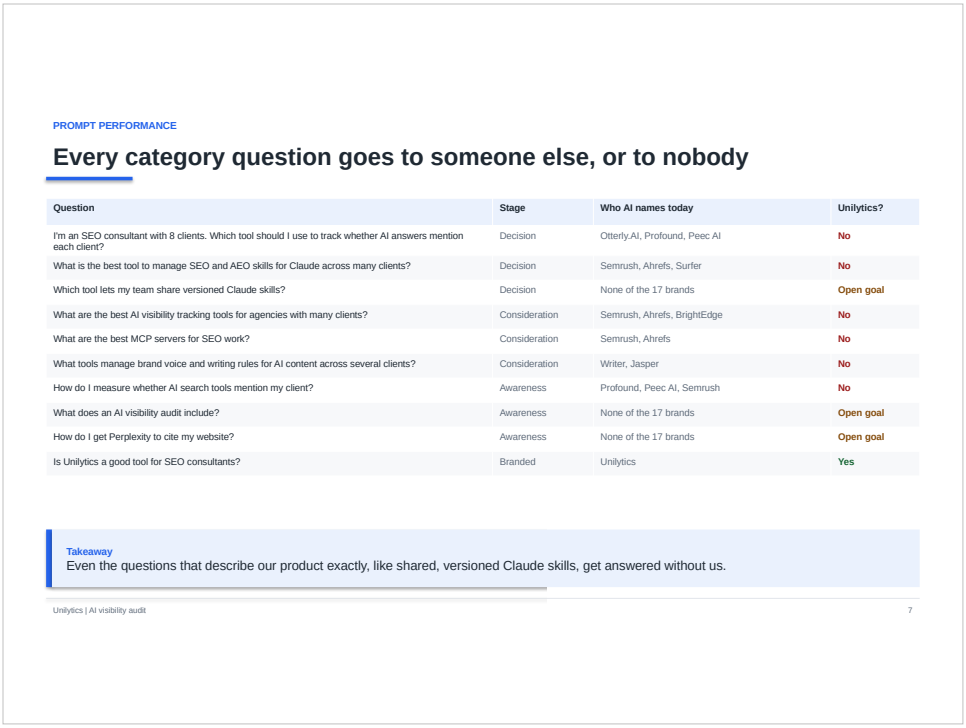
Brand	ChatGPT	Claude	Perplexity	Any engine
Semrush	32.0%	66.0%	40.0%	66.0%
Ahrefs	32.0%	62.0%	24.0%	62.0%
Profound	4.0%	54.0%	24.0%	54.0%
Peec AI	2.0%	48.0%	22.0%	50.0%
Otterly.AI	0.0%	42.0%	24.0%	42.0%
Scrunch	0.0%	40.0%	8.0%	40.0%
AthenaHQ	0.0%	38.0%	10.0%	38.0%
BrightEdge	12.0%	14.0%	2.0%	24.0%
Unilytics	**0.0%**	**0.0%**	**0.0%**	**0.0%**

Takeaway
Each engine needs its own route: ChatGPT names the big suites, Claude names the specialists, Perplexity follows the pages it cites.

What to say: Each cell is the share of the 50 category questions where that engine named the brand at least once. ChatGPT named Semrush in 32.0% of questions and Ahrefs in 32.0%, but Profound in only 4.0%.
Insight for the call: On ChatGPT, the AEO specialists are almost invisible too: the open space there is wider than on Claude.



What to say: Share of voice is each brand's share of every brand mention we counted. Semrush and Ahrefs together take 36%. Unilytics takes none.
Insight for the call: The AEO specialists (Profound 11.4%, Peec AI 10.0%) trail the general SEO suites: the engines still file this category under SEO tools.



PROMPT PERFORMANCE

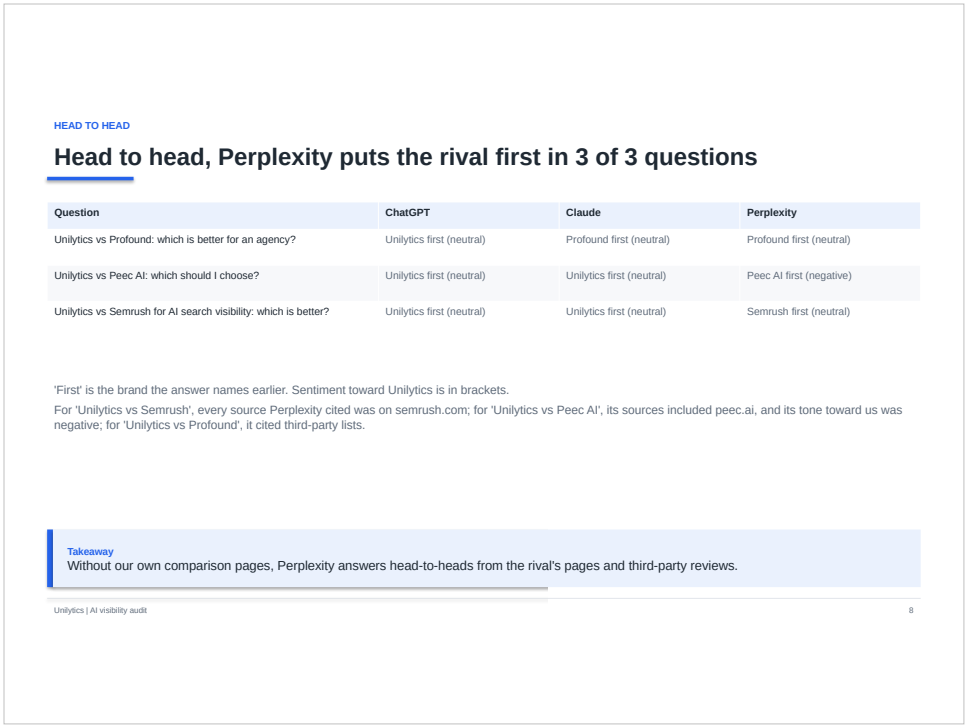
Every category question goes to someone else, or to nobody

Question	Stage	Who AI names today	Unilytics?
I'm an SEO consultant with 8 clients. Which tool should I use to track whether AI answers mention each client?	Decision	Otterly.AI, Profound, Peec AI	No
What is the best tool to manage SEO and AEO skills for Claude across many clients?	Decision	Semrush, Ahrefs, Surfer	No
Which tool lets my team share versioned Claude skills?	Decision	None of the 17 brands	Open goal
What are the best AI visibility tracking tools for agencies with many clients?	Consideration	Semrush, Ahrefs, BrightEdge	No
What are the best MCP servers for SEO work?	Consideration	Semrush, Ahrefs	No
What tools manage brand voice and writing rules for AI content across several clients?	Consideration	Writer, Jasper	No
How do I measure whether AI search tools mention my client?	Awareness	Profound, Peec AI, Semrush	No
What does an AI visibility audit include?	Awareness	None of the 17 brands	Open goal
How do I get Perplexity to cite my website?	Awareness	None of the 17 brands	Open goal
Is Unilytics a good tool for SEO consultants?	Branded	Unilytics	Yes

Takeaway
Even the questions that describe our product exactly, like shared, versioned Claude skills, get answered without us.

Unilytics | AI visibility audit 7

What to say: Representative rows, gaps first. 'No' means the engines named other brands; 'Open goal' means none of the 17 tracked brands was named; an answer may still name a brand we did not track. The last row is the one branded win.
Insight for the call: D06, a buyer asking for shared, versioned Claude skills, is exactly what we sell, and Perplexity answered it from Anthropic's own help pages: no vendor is named.



HEAD TO HEAD

Head to head, Perplexity puts the rival first in 3 of 3 questions

Question	ChatGPT	Claude	Perplexity
Unilytics vs Profound: which is better for an agency?	Unilytics first (neutral)	Profound first (neutral)	Profound first (neutral)
Unilytics vs Peec AI: which should I choose?	Unilytics first (neutral)	Unilytics first (neutral)	Peec AI first (negative)
Unilytics vs Semrush for AI search visibility: which is better?	Unilytics first (neutral)	Unilytics first (neutral)	Semrush first (neutral)

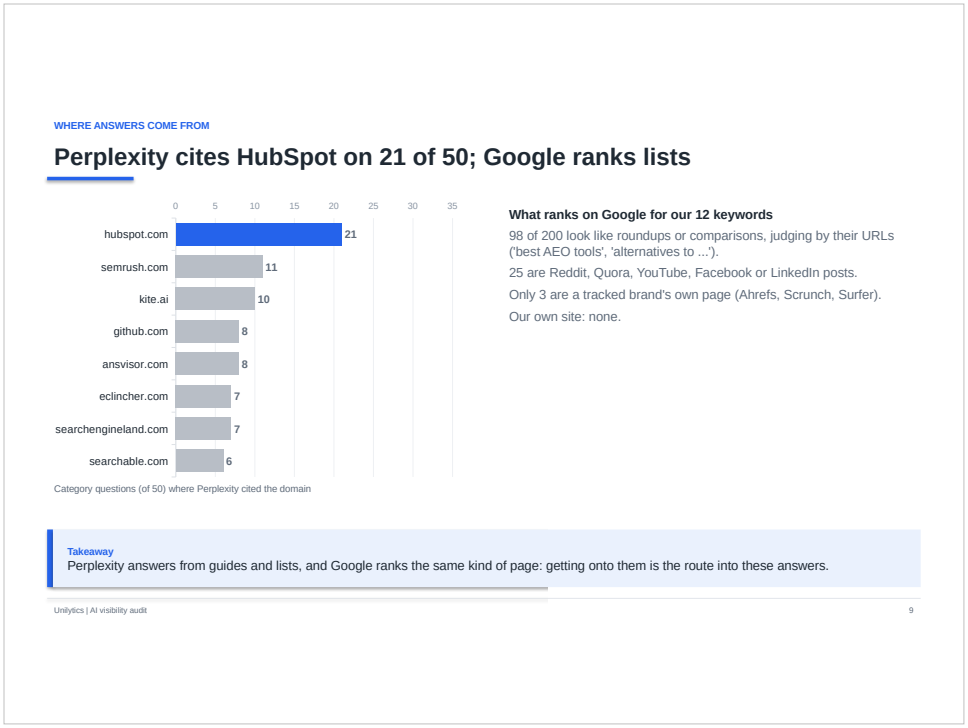
'First' is the brand the answer names earlier. Sentiment toward Unilytics is in brackets.

For 'Unilytics vs Semrush', every source Perplexity cited was on semrush.com; for 'Unilytics vs Peec AI', its sources included peec.ai, and its tone toward us was negative; for 'Unilytics vs Profound', it cited third-party lists.

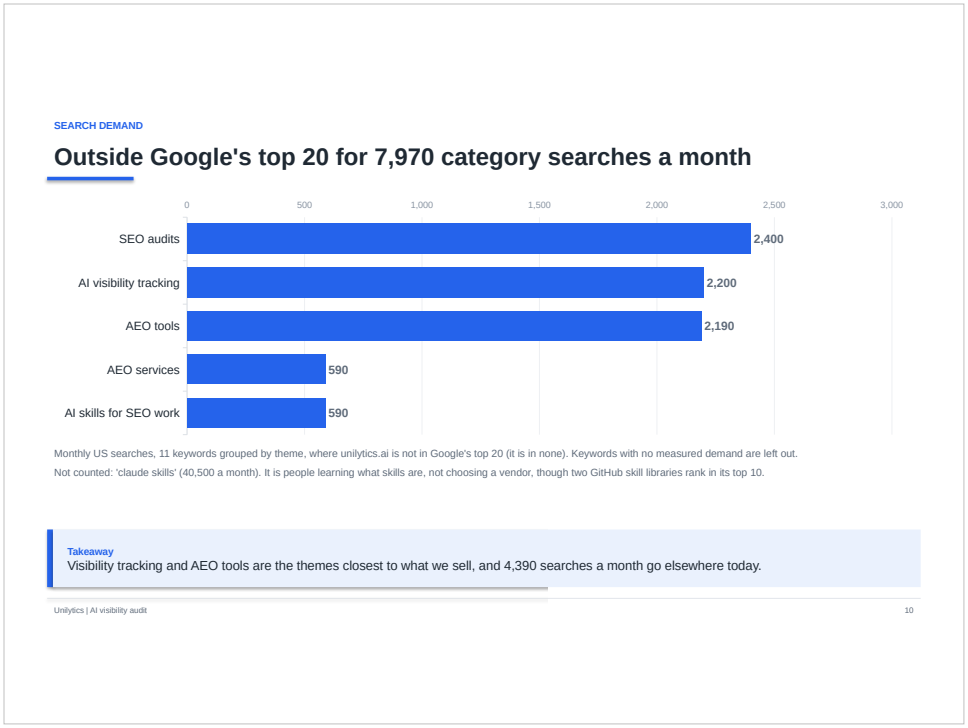
Takeaway
Without our own comparison pages, Perplexity answers head-to-heads from the rival's pages and third-party reviews.

Unilytics | AI visibility audit 8

What to say: ChatGPT and Claude mostly lead with us when our name comes first in the question. Perplexity answers from the pages it finds: the rival's own pages for Semrush and Peec AI, third-party lists for Profound, and none of ours.
Insight for the call: One honest comparison page per rival is the cheapest fix in this deck: it changes what Perplexity can cite.

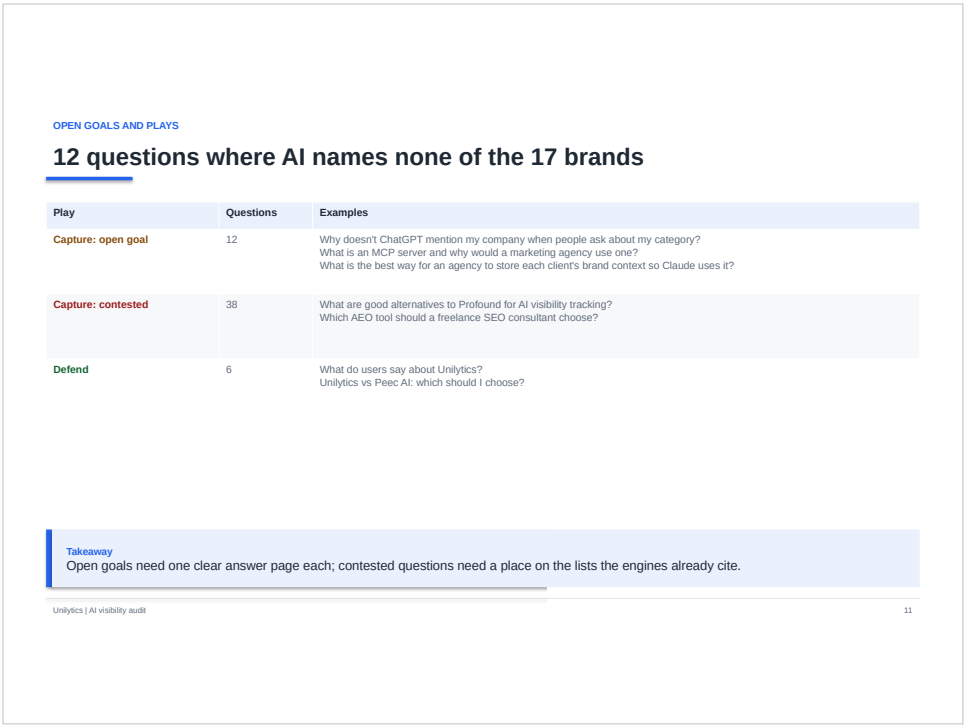


What to say: Perplexity shows its sources, so we can see what it reads: HubSpot's guides and lists come up on 21 of 50 category questions. Google tells the same story: the results are lists written by third parties. Insight for the call: The vendors the engines name most are not the ones ranking on Google: their visibility comes from being on other people's lists.



What to say: We sized the gap on solution and comparison terms, the searches people make when choosing a tool. The biggest raw term, 'claude skills', is excluded: it is definitional demand.

Insight for the call: GitHub skill libraries rank #3 and #9 for 'claude skills': our open-source repo is the shortest route into that demand.



OPEN GOALS AND PLAYS

12 questions where AI names none of the 17 brands

Play	Questions	Examples
Capture: open goal	12	Why doesn't ChatGPT mention my company when people ask about my category? What is an MCP server and why would a marketing agency use one? What is the best way for an agency to store each client's brand context so Claude uses it?
Capture: contested	38	What are good alternatives to Profound for AI visibility tracking? Which AEO tool should a freelance SEO consultant choose?
Defend	6	What do users say about Unilytics? Unilytics vs Peec AI: which should I choose?

Takeaway
Open goals need one clear answer page each; contested questions need a place on the lists the engines already cite.

Unilytics | AI visibility audit 11

What to say: Open goals are questions where none of the 17 tracked brands was named by any engine. Most are definitional: what an AI visibility audit includes, how to get cited. Contested questions already have answers naming rivals.
Insight for the call: Every one of our 50 category questions is a capture play: there is nothing to strengthen yet, because we are never named.

RECOMMENDED NEXT STEPS

Five next steps, in order

#	Step	Play	Why (slide)
1	Publish one comparison page per rival we are asked about (Profound, Peec AI, Semrush)	Defend	Perplexity named the rival first in all 3 head-to-heads (8)
2	Answer the 12 open-goal questions on unilytics.ai in plain words, one page each	Capture	No tracked brand is named on them (11)
3	Get onto the lists the engines cite: pitch the guides and lists ranking for our keywords	Capture	98 of 200 top search hits look like roundups; HubSpot is cited on 21 of 50 (9)
4	Make the open-source skills repo the GitHub page people and AI find for SEO skills	Capture	GitHub libraries rank in the top 10 for 'claude skills' (10)
5	Say what we are in one sentence on every entry page, then repeat this audit every month	Defend	Sources mix us with similar names (4)

Takeaway
Steps 1 and 2 are pages we can write this month; next month's re-run shows which steps moved the numbers.

What to say: The order is cost against effect: comparison pages and answer pages are ours to write this month; list placements take outreach; the monthly re-run tells us which of them moved the numbers.
Insight for the call: Re-running the same 56 questions monthly turns this one-day baseline into a trend line.