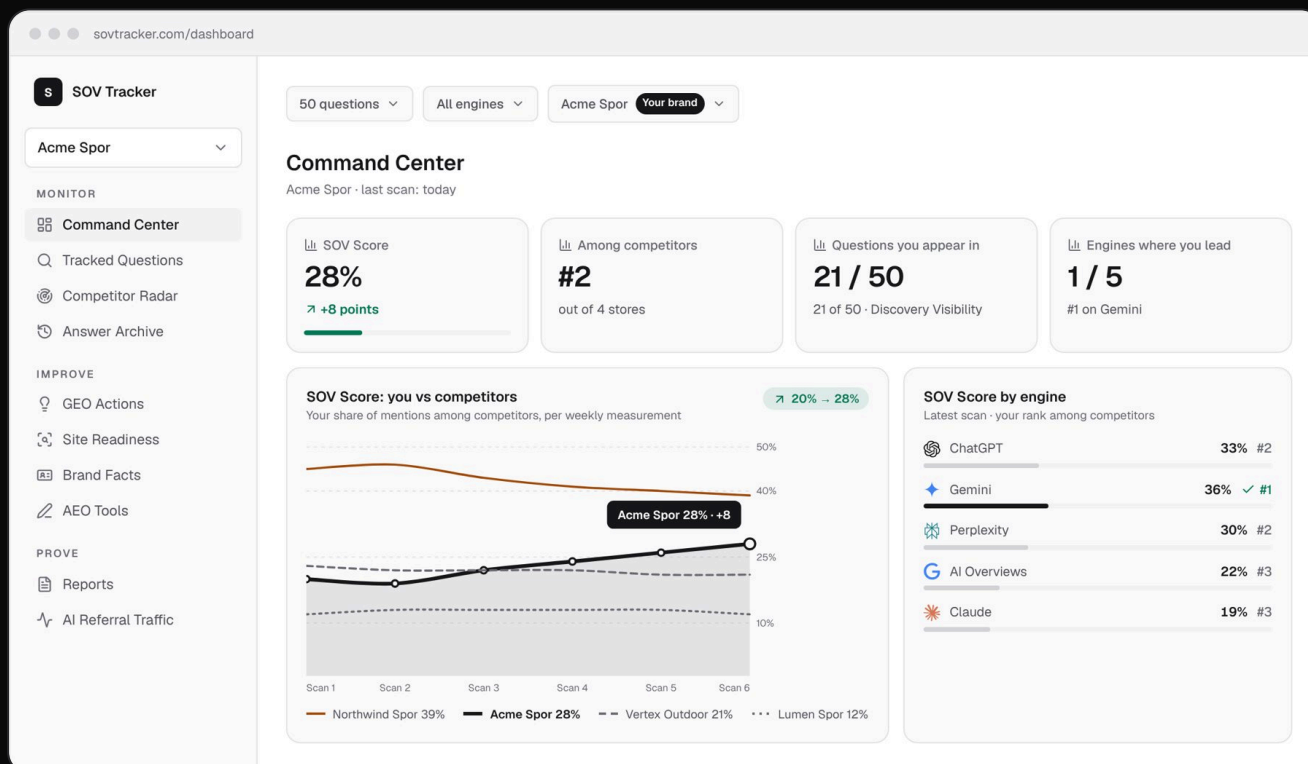


Does AI recommend your brand?

SOV Tracker measures what ChatGPT, Gemini, Claude, Perplexity and Google AI Overviews tell your customers about you, shows why you are not visible and what to do, and reports the change with evidence.



Your customers now ask AI

"Can you recommend a reliable dental clinic near me?" "What is the best online store for running shoes?" These questions are no longer asked only on Google but to AI assistants.

AI writes a single answer that usually names 3 to 5 brands. If you are not on that list, the customer never sees you. Your web analytics cannot show it, because the click never happens.

Am I visible?

On which questions and which engines is your name mentioned?

Why is my competitor ahead?

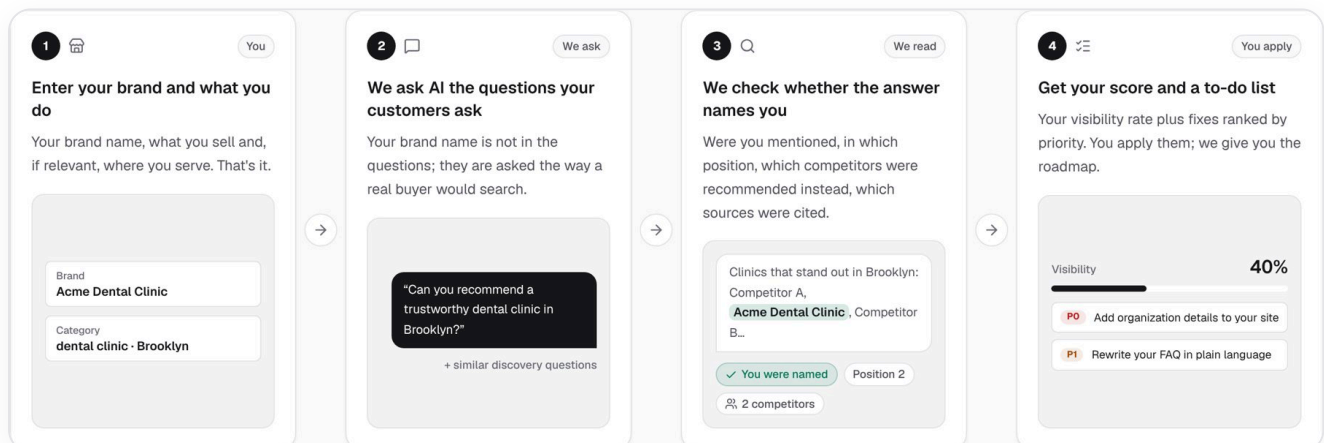
Which source does AI rely on when it recommends them?

What should I do?

Which fix improves visibility, and did it work?

How it works: four steps

No technical knowledge needed. You enter your brand and business; we ask the questions your customers ask and read the answers.



The five AI engines we measure

ChatGPT

Google AI Overviews

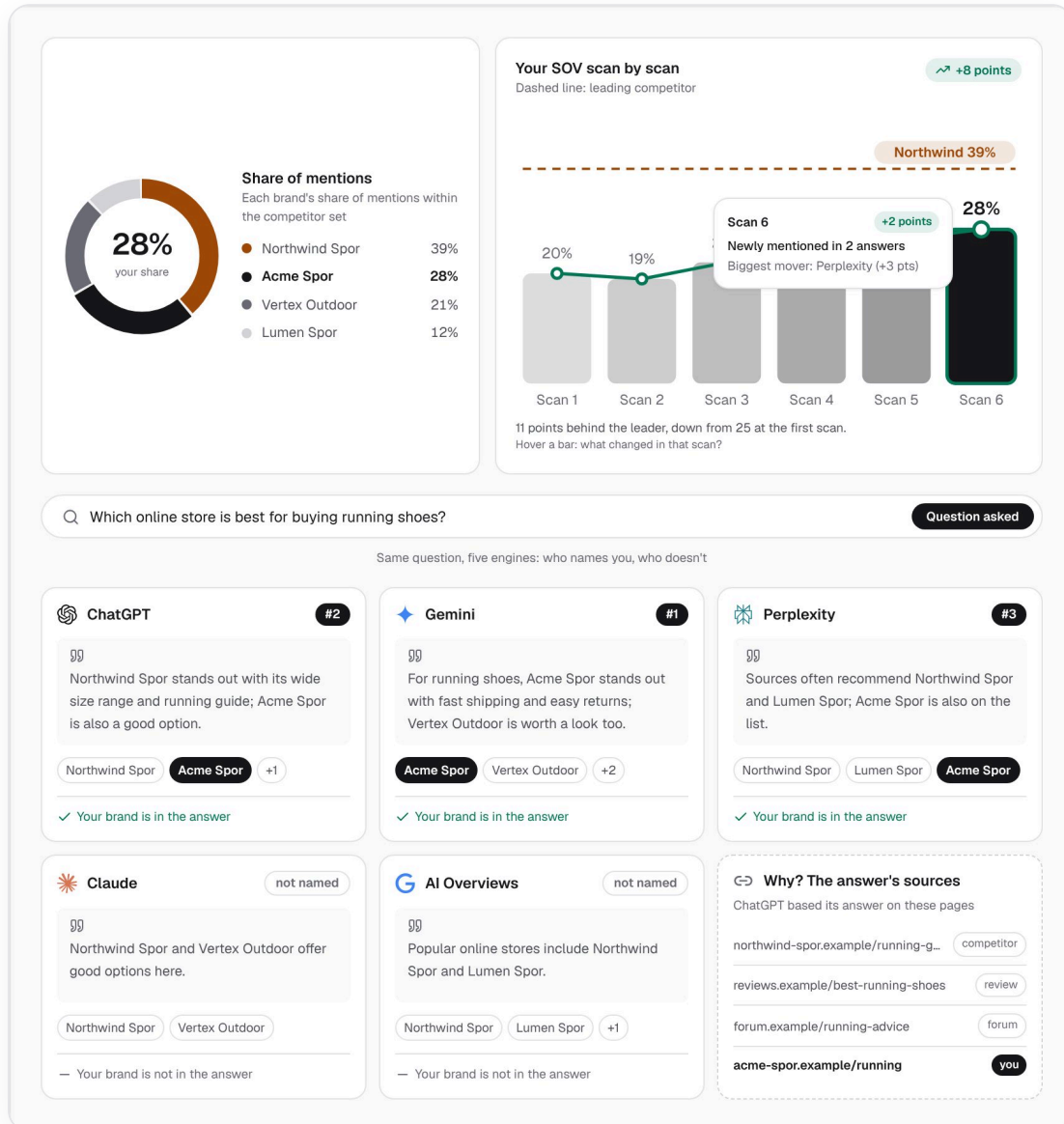
Gemini

Perplexity

Claude

Does AI recommend you, and why?

- Same question, five engines: who mentions you and who does not
- SOV Score: your share of mentions among your competitors
- Trend and competitor comparison in every weekly measurement
- The AI answer itself and the sources it relies on



What should you do?

Findings become a prioritized to-do list. We check what AI knows about your brand, so you see wrong or missing information.

To-do
2 / 4

☒ Publish a running shoe buying guide
First

☒ Add FAQs to product pages
Next

☐ Mark up store details with structured data
Next

☐ Publish a comparison page
Nice to have

Brand facts
3 / 5

Does AI know your brand correctly?

Product categories
☒ correct

Store address
☒ correct

Contact details
☒ correct

Shipping and returns
☐ missing

Price range
☐ wrong

Did it work?

We measure again, so you see how far you moved on each engine. We count real visitors who reach your site from AI tools. You share the result with management as a PDF or CSV report.

SOV by engine: first scan → latest scan
+8 points

ChatGPT
22% → 33%

Gemini
30% → 36%

Perplexity
21% → 30%

AI Overviews
15% → 22%

Claude
12% → 19%

Grey part is the first scan, dark part is the gain

Visits from AI
98 visits

Last 30 days · which engine sent visitors

ChatGPT
38

AI Overviews
22

Gemini
17

Perplexity
12

Claude
9

Share:

PDF report

CSV export

Client scorecard (Agency)

After we measure: what we tell you to do

Measuring is half the job. After every weekly measurement we read your results and turn them into a prioritized to-do list. In the dashboard this list lives on the **GEO Actions** page.

Priority labels

P0 First

The item with the biggest effect on your visibility, or an urgent one. Handle it this week.

P1 Next

An item that makes a clear difference. Work through them once the P0s are done.

P2 Nice to have

A supporting improvement. When you have time.

What we can tell you from your measurement (example items)

BY ENGINE

- P0** "Gemini and Claude don't know you": the other engines mention you, these two never do; focus on the sources those engines rely on.
- P0** "You are not visible in Google AI Overviews": we recommend structured data, strong backlinks and a thorough About page.
- P1** "Your Perplexity performance is low": Perplexity searches fresh web content, so regular blog and news content helps.

BY QUESTION

- P0** "You are not visible for 12 questions": we list which ones and recommend guides, FAQs and comparison content on those topics.
- P2** "Build on the topics where you are strong": link from your strong pages to your weaker topics.

BY COMPETITOR

- P1** "Northwind Sports is more visible than you": we show how often they are mentioned and which sources feature them.
- P1** "Publish comparison content": AI assistants often cite "X vs Y" content.

REPUTATION AND SOURCES

- P0** "Negative mentions detected": see which answers mention you negatively and check review and complaint sources.
- P1** "You are not cited as a source": your name appears but your website is not cited.
- P1** "You are mentioned late in answers": usually 4th place or lower.

CHANNELS

- P1** "Check your Google Maps and marketplace listings": if AI sends customers to a channel, your address, phone, prices and review replies there must be right.

When you complete an item you mark it done. The next weekly measurement shows whether the change reached the AI answers.

Important: SOV Tracker does not change your website for you. It tells you what to do and why, and for most items gives you ready-made code or copy; you or your web team apply it.

We also check your site and your brand facts

Site Readiness: can AI read your site?

We scan your site and summarize the result as "N passed · M issues · K info". Every issue becomes an action: critical ones are P0, warnings are P1. An extra audit costs 10 credits; re-auditing the same site costs 5.

AI bot access

Does your robots.txt block AI bots such as ChatGPT, Claude or Google?

Structured data

Can machines read your business, product and FAQ details through Schema.org / JSON-LD?

Meta tags

Are title, description, canonical and sharing tags complete?

Trust signals (E-E-A-T)

Do you have About, Contact and Privacy pages and author/expert details?

Authority signals

Does your site cite trusted sources and earn outside references?

Social profiles

Are your official social accounts linked from the site and consistent?

Reference sources

Does your brand have an entry in encyclopedic sources such as Wikipedia?

Competitor comparison

Whether your site is ahead of or behind a competitor on the same checks.

Ready-made drafts

For each issue we generate a draft in one click: structured data code to add, corrected robots.txt lines, meta tags, FAQ code, a blog post outline, social profile copy and a source/partnership email.

Brand Facts: does AI know you correctly?

You enter and confirm your correct details once: services, price ranges, licenses, experts, contact, opening hours, locations, social accounts, YouTube and ratings. From this record we generate structured data you can put on your site. In each measurement we compare it with what AI says about you and mark every fact *correct*, *missing* or *wrong*.

Content tools

- **AEO FAQ Generator:** Give us one of your page URLs; we generate 5–8 answer-first questions AI can quote, paste-ready HTML and FAQ structured data (uses credits).
- **Content Studio (Pro and above):** Blog and guide drafts for the questions where you are not visible.

What we measure, and how

SOV Score (AI Share of Voice)

Our headline metric. Among all valid brand mentions in AI answers, across you and the competitors you confirmed, it shows **your share** as a percentage. It is a share of voice, not a 0–100 grade.

$$\text{Your mentions} \div (\text{your mentions} + \text{your confirmed competitors' mentions})$$

Metrics that complete the SOV Score

Discovery Visibility

In questions that do not name your brand, how often you appear on your own.

Recommendation Rate

On "which one would you recommend?" questions, how often the AI explicitly recommends you. Being mentioned is not being recommended.

Owned-Site Citation

Among answers that cite sources, how many cite your own website.

Sentiment

The tone of answers that mention you: positive, neutral or negative.

Prominence

How early you are first mentioned in the answer (1 = at the top, 10 = at the end).

Brand Accuracy

Whether what AI says about you matches the brand facts you have verified.

AI Site Readiness (separate diagnostic)

Checks whether your site is ready to be read by AI: structured data, bot access and similar signals. It is not part of SOV; it shows what to fix.

How we measure

- We **never count a failed measurement as zero**. If an engine does not return enough answers, the dashboard says so (e.g. *partial · 4/5 engines*).
- We never blend results from different markets, branches or companies into one SOV percentage.
- When your question or competitor list changes, the trend chart marks it, so you never compare apples with oranges.

All definitions and formulas: sovtracker.com/en/methodology

Who it is for

Local businesses

Clinics, law firms, real estate offices, private schools, restaurants: are you recommended for "best ... near me" questions?

E-commerce and brands

Which stores does AI recommend in your product category, and where do you rank?

Multi-location chains and enterprises

Separate measurement per branch, product and company; results are never blended.

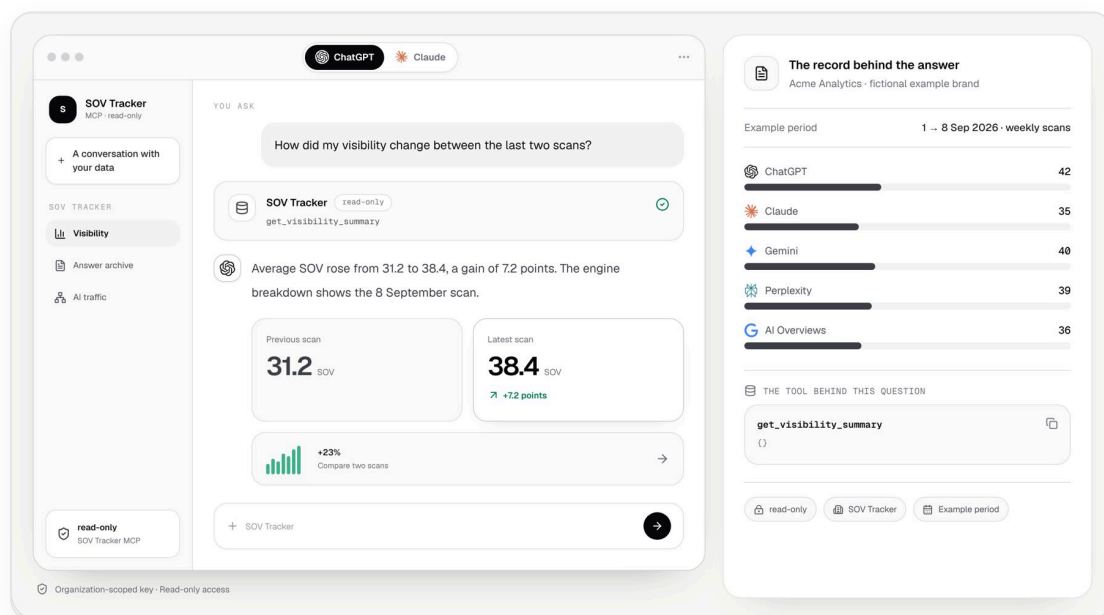
Digital agencies

Report your clients' AI visibility under your own brand and open a new service line.

API and MCP · Pro and above

Ask your own AI assistant about your visibility data

Your dashboard measurements can be queried from inside ChatGPT or Claude through a read-only connection: ask "How did my visibility change between my last two scans?" and the answer is based on your measurement record.



Why SOV Tracker

- Five engines on every paid plan, with no per-engine fee
- Every answer is stored with evidence: what we asked, what came back, which source was cited
- A result we could not measure is never counted as zero; a missing engine is labeled
- Published methodology: every metric's definition and formula is public
- Dashboard and measurement in English and Turkish

Plans

	Free	Starter	Pro	Agency	Enterprise
Price (monthly)	\$0	\$89	\$199	\$449	Quote
Billed yearly	—	\$979	\$2,189	\$4,939	Contract
AI engines	ChatGPT	5	5	5	5
Tracked questions	One-off scan, 5 questions	50	120	300 pooled	Custom
Cadence	1 scan per 30 days	Weekly + daily Priority	Weekly + daily Priority	Weekly + daily Priority	Custom
Projects / markets	1 / 1	1 / 1	3 / 5	10 / within pool	Custom
Competitors tracked	—	10	25	50	Custom
Editors	1	3	10	25	Custom
Site readiness audit	—	1 / month	1 / month	1 / month	1 / month
API and MCP	—	—	✓	✓	✓
White-label and agency panel	—	—	—	✓	✓

Viewers are unlimited on every paid plan. Yearly billing: use 12 months, pay for 11. Extra site readiness audits cost 10 credits. Prices exclude VAT. Current details: sovtracker.com/en/pricing

Start with a free scan

Enter your brand name and category; we ask ChatGPT five questions your customers would ask and show you the result. No sign-up or credit card needed.

sovtracker.com/en/free-scan

Questions: hello@sovtracker.com

Images are example screens of the SOV Tracker dashboard, prepared with fictional brands (Acme Sports, Acme Analytics).