

Key metrics

BRAND VISIBILITY

40.7%

59 mentions in 145 responses
+8.2pp vs prev

CITATION RATE

54.1%

73 links out of 135 responses with source links
+19.2pp vs prev

SHARE OF VOICE

6.9%

Your share vs 9 tracked competitors
+1.4pp vs prev

AVERAGE POSITION

2.8

Across 77 ranked mentions out of 145 total responses
+0.3 vs prev (worse)

SENTIMENT SCORE

58

0–100 scale (0 = negative, 50 = neutral, 100 = positive)
-13.3 pts vs prev

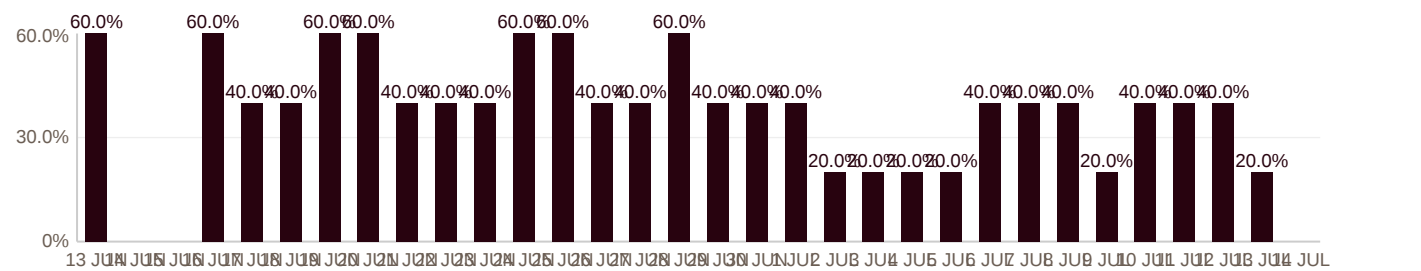
CONTENT GAPS

637

new gaps this period
0 articles drafted

Brand visibility trend

Brand-mention rate (% of AI answers that mention you) over time.



Brand Visibility per AI platform

Brand visibility % per AI platform for this period.



Sentiment breakdown

How AI answers describe your brand: share of mentions classified as negative, neutral, or positive.



Competitor ranking

Your brand alongside tracked competitors, ranked by Brand Visibility — the share of AI answers that mention each. Avg Pos is the average rank inside answers (lower is better).

#	ENTITY	VISIBILITY	AVG POS
1	rankops (your brand)	40.7%	2.8
2	Overtop Media Digital Marketing	35.9%	4.1
3	Velocity SEO	35.9%	4.0
4	Knowmad Digital Marketing	31.7%	3.5
5	Premier Marketing	31.7%	2.5
6	Epic Notion	24.1%	4.2
7	LAIRE	23.4%	3.5

8	Market My Market	22.8%	4.3
9	Digital Kings Networking	20.0%	4.8
10	SmartSites	17.2%	7.1

Markets & Languages

Visibility breakdown by target market

MARKET	VISIBILITY	CIT. RATE	AVG POS	SENTIMENT	OBS.
US United States	40.7%	54.1%	#2.8	58	145

ABOUT THE METRICS

Brand Visibility	Percentage of AI responses where your brand is named or linked in the answer text. Combines text mentions and inline links — not double-counted when both appear.
Citation Rate	Among AI responses that include source citations, the percentage that cite your domain. Only counts responses where the AI actually provided references.
Share of Voice	Your brand's share of all entity mentions across the competitors shown in the ranking table (your brand + tracked competitors + top entities by mention count). Follows the selected date range.
Average Position	Average rank when your brand appears in AI responses. Position 1 means you're mentioned first; lower is better.
Sentiment Score	Average sentiment of AI responses that mention your brand on a 0–100 scale (0 = negative, 50 = neutral, 100 = positive).
Sentiment breakdown	Distribution of brand-mention sentiment across all AI responses this period (negative / neutral / positive).
Competitor ranking	Tracked entities ranked by Brand Visibility (the share of AI answers that mention each). Avg Pos is the average rank within each answer — lower is better.
Content gaps surfaced	Gap analysis scans recent AI responses for topics where competitors are cited and you aren't, surfacing them as content opportunities.