

Key metrics

BRAND VISIBILITY

40.0%

56 mentions in 140 responses
+7.1pp vs prev

CITATION RATE

53.8%

70 links out of 130 responses with source links
+18.4pp vs prev

SHARE OF VOICE

6.9%

Your share vs 9 tracked competitors
+1.3pp vs prev

AVERAGE POSITION

2.8

Across 74 ranked mentions out of 140 total responses
+0.3 vs prev (worse)

SENTIMENT SCORE

58

0–100 scale (0 = negative, 50 = neutral, 100 = positive)
-14.0 pts vs prev

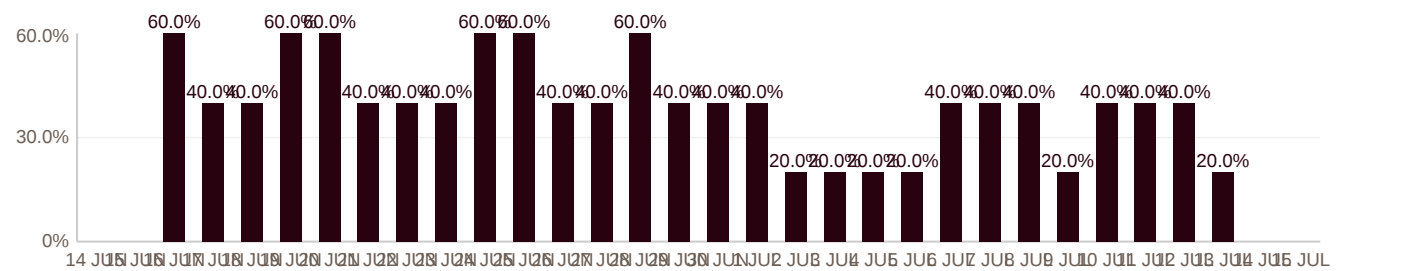
CONTENT GAPS

499

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)	40.0%	2.8
2	Velocity SEO	37.1%	4.0
3	Overtop Media Digital Marketing	36.4%	4.0
4	Premier Marketing	32.9%	2.5
5	Knowmad Digital Marketing	30.7%	3.4
6	Market My Market	23.6%	4.3
7	Epic Notion	23.6%	4.1

8	LAIRE	22.9%	3.4
9	Digital Kings Networking	20.7%	4.8
10	Wedgewood Marketing	17.1%	3.4

Markets & Languages

Visibility breakdown by target market

MARKET	VISIBILITY	CIT. RATE	AVG POS	SENTIMENT	OBS.
US United States	40.0%	53.8%	#2.8	58	140

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.