GUIDES

What are the best AI visibility tools for a small business?

By Erik Mäkitalo, founder of Mandalytics · Updated 4 November 2026 · 6 min read

THE SHORT ANSWER

Start with the free reports in Google Search Console and Bing Webmaster Tools, then pick a paid tool by what you need next: a to-do list (Mandalytics, from $12 a month), mention tracking (Otterly from $29, Peec AI from $95), or a full SEO suite with AI tracking built in (Semrush from $139, Ahrefs from $129). We make Mandalytics, so read this knowing that. We have tried to say plainly where the others are the better choice.

What does an AI visibility tool actually do?

It asks AI tools the questions your customers ask, such as "best bakery in Malmö" or "how do I fix a slow website", and records whether your business is named or linked in the answer. Run every week or every day, that shows whether you are gaining or losing ground.

The tools differ in three ways: which AI tools they ask, how many questions they track, and whether they only count mentions or also tell you what to change.

How do the six options compare?

Option	Starts at	Best for	What it leaves to you
Google Search Console and Bing Webmaster Tools	Free	Seeing how often you already appear in Google's AI answers and Microsoft Copilot	Everything else: no ChatGPT or Perplexity, no advice

Option	Starts at	Best for	What it leaves to you
Mandalytics	$12 a month	Owners and small teams who want a short weekly to-do list for Google and AI search	Fewer tracked questions (3 to 25), checked weekly, not daily; no dashboard to explore
Otterly.AI	$29 a month (15 prompts)	Tracking mentions and cited sources across ChatGPT, Google AI Overviews, Perplexity and Copilot	Deciding what to do about the numbers; Gemini is an add-on
Peec AI	$95 a month (50 prompts)	Marketing teams who want more prompts and engines, including Gemini and Google AI Mode	Advice and Google rankings; Perplexity only on Enterprise
Ahrefs	$129 a month (Lite)	SEO specialists who want deep backlink and keyword data, with 150 AI prompt checks included	A learning curve; full Brand Radar AI is an add-on from $199 a month
Semrush	$139 a month (SEO plan)	Specialists and agencies who want a full SEO toolbox with AI search tracking included	A learning curve, and working out the priorities yourself

Prices checked on each company's own pricing page on 4 November 2026, in US dollars, before tax.

Which one should I choose?

- **You want to know what to do, not read charts:** Mandalytics. You get the three to five tasks that will bring the most visitors, in plain steps, by email.
- **You already know SEO and want to watch AI mentions closely:** Otterly for a small budget, Peec AI for more prompts and engines.
- **You or your agency do SEO every day:** Semrush or Ahrefs. Both are excellent, and both now track AI answers too.
- **You are just curious:** start with the free reports and ask ChatGPT about your business yourself, once a month.

Whichever you choose, the habit matters more than the tool. A small step every week, such as one clearer page or one fixed link, is what moves you into the answers.

Is it worth paying for AI visibility at all?

If customers find businesses like yours by asking AI tools, yes. AI answers lean on the same signals as Google: clear pages, a consistent description of your business, and mentions on other trusted sites. Our guide How AI tools decide which sites to name explains how they pick. A tool helps you see progress and keeps you going, but the work is the same either way.

Frequently asked questions

Is there a free AI visibility tool?

Yes. Google Search Console shows impressions in AI Overviews and AI Mode, and Bing Webmaster Tools has an AI Performance report for Copilot. Neither covers ChatGPT or Perplexity.

Which AI tools matter most for a small business?

ChatGPT and Google's AI answers reach the most people. Perplexity and Gemini matter more in some fields, so a tool that checks several is safer.

Do I need an SEO suite to be seen in AI search?

No. The basics that get you into AI answers are the same as good SEO, and you can do them without a suite.

Want these steps as a weekly to-do list for your own site?

Reading this is already a step forward. Mandalytics checks your website in Google and in AI tools every week, then sends the five tasks that will bring you the most visitors, each with the reason why and the steps to do it. You learn as you go, and every small win brings more visitors, more customers and, in the end, more revenue.

See how Mandalytics works

Where this comes from

- Semrush pricing
- Ahrefs pricing
- Otterly.AI pricing
- Peec AI pricing
- Mandalytics pricing