The 5 best GEO tools in 2026

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You have probably already run the test. You opened ChatGPT, asked which companies do what yours does, and either you weren't in the answer at all, or you were fourth behind someone you have never once lost a deal to. Annoying. And the obvious next question is much harder to answer: why?

That is the job these tools do. They ask your questions every day, write down who got named, and the good ones show you which pages the model read before it answered. That last part is the only bit you can actually do something about.

How big this actually is

If you need a number for a budget conversation, this is the one we use.

Graphite ran a study on how much of search has moved to AI. They took Similarweb data on the five biggest AI tools, checked it against Google Search Console, and found that AI now accounts for 56% of the volume of traditional search engines worldwide. In the US it is 34%.

The reason most people think it is much smaller is easy to miss. Almost everyone measuring this counts web traffic only, and 83% of AI use worldwide happens inside mobile apps. Miss the apps and you undercount the whole thing by four to five times.

So if someone in your business is still calling this an emerging channel, they are probably looking at a number that ignores four fifths of it.

At a glance

#	Tool	Best for	From
1	**Peec AI**	**The best all-in-one pick.** Detailed analysis, solid data and clear recommendations you can act on, so you get from insight to impact fastest	$95/mo
2	Rankscale	The widest engine coverage per euro	$99/mo
3	AthenaHQ	Seeing your numbers free first, then having the tool draft the follow-up	Free, then $295/mo
4	Scrunch AI	Bigger brands who want a ready-made prompt library	$300/mo
5	Omnia	Trying this properly before you ask anyone for budget	€79/mo

Checked against each vendor's own pricing and documentation, 15 September 2026.

1. Peec AI

From $95/mo

The most complete answer here to the question the whole category exists for. It tells you where you stand, and then what to do about it.

- **Six engines on the entry plan:** ChatGPT, Google AI Overviews, Google AI Mode, Perplexity, Gemini and Copilot. Most tools give you three or four at this price
- **Every cited page, sorted into five groups:** editorial, corporate, UGC, reference, and your own site. The mix tells you whether nobody writes about you, or whether your own pages were read and not quoted, which are completely different jobs
- **A gap report** naming the pages where competitors are cited and you are not
- **Server-log reading** through eight setups including Cloudflare and Vercel, so you can see the AI crawlers arriving rather than assume they do
- **Your AI traffic joined to Google Analytics**, so the visits sit next to the visibility data
- **Fact-checking** against facts you supply, which catches models repeating outdated claims about you
- **SOC 2 compliant**, which is usually the first question when an IT security review decides the purchase

2. Rankscale

From $99/mo

If you want to watch as many engines as possible for as little as possible, this is the one.

- **Ten engines on every plan**, more than 17 supported in total
- **The full credit formula published**, so you can work out what next quarter costs before you sign anything. Almost nobody else in this category lets you do that
- **Scheduling from hourly to monthly**
- **A site audit running 94 technical checks**, which lands well with teams who already think in technical SEO

3. AthenaHQ

Free tier, then $295/mo

Built by two engineers who worked on Google Search and DeepMind, and it shows in how well it handles the retrieval side.

- **A free tier at 300 credits**, enough to see your own real numbers without spending anything. In our experience that is what wins the budget argument internally
- **Eleven engines on every tier**, including Meta AI and Amazon Rufus, which hardly anyone else covers
- **An agent that turns the findings into recommendations**, on your pages and off them
- **Source attribution** showing which pages each engine referenced

4. Scrunch AI

From $300/mo

The most enterprise-shaped tool here that still publishes a price.

- **350 prompts of your own plus a library of about a thousand industry ones.** If you are in a crowded category you probably cannot guess every question your buyers ask, and the library fills in

the ones you would never have written down
- **Meta AI included**, which is rare
- **Crawler analytics and site audits** alongside the tracking
- **Competitor tracking** across the same prompt set

5. Omnia

From €79/mo

The easiest way to start if you are not yet sure this matters for you.

- **Fourteen days free, no card**, then €79
- **Prompt discovery** that surfaces the questions people actually ask about your category. It is almost always more interesting than the keyword list clients walk in with
- **Citation tracking in any language or region**, which matters more than most teams expect once you sell in a second market
- **Credits that never expire**, so a quiet month is not wasted budget

Questions we get asked

What should this cost? Between €79 and $300 a month for one brand, depending mostly on how many engines you want and how many questions you track. Most teams land near $250 once the prompt list is realistic.

How many questions should we track? A hundred to a hundred and fifty. Start with what your sales team gets asked every week. Add the comparisons buyers make between you and two named competitors. Then add the category questions where you would want to be one of the three names that come back. Under thirty and you are watching noise.

How often should we look at it? Collect every day, read it once a month. These answers wobble day to day for reasons that have nothing to do with you, and teams who check weekly end up explaining wobbles instead of progress.

Will a tool improve our visibility? No. It measures. What moves the number is being on the pages the models read, which means content and PR, and no tool here writes either. Buy one to find out where you stand and whether your work is landing, then budget separately for the work.

If you would rather see this done than run it yourself, get a free AI audit and we'll show you which pages are shaping your answers.