

# Best AEO Tools July 2026: Prompt Insider Announces Top Answer Engine Optimization Platforms

*Prompt Insider's Best AEO Tools July 2026 list helps marketers compare leading platforms by features, pricing, and business needs.*

LOS ANGELES, CA, UNITED STATES, July 29, 2026 /EINPresswire.com/ -- [Prompt Insider](#) is proud to announce the release of its "Best AEO Tools July 2026" rankings.

The best AEO tools in 2026 are AI visibility platforms that track how often a brand appears in AI-generated answers across engines like ChatGPT, Google AI Overviews, Perplexity, Claude, Gemini, and Grok. Sometimes called AI visibility tracking or LLM visibility tools, they show teams how to track brand mentions in AI search and close the gap where competitors are cited and they are not. The strongest AEO tracking tools also add optimization guidance.

Since launching earlier this year, Prompt Insider has quickly become a trusted resource for AI marketing, AI news, Answer Engine Optimization, large language models, and the future of digital discovery. Through original research, expert analysis, and practical insights, it helps marketers and business leaders understand and adapt to the rapidly changing AI landscape.

Best AEO Tools July 2026 - Official Rankings

The rankings are:

1. Searchable - Best Overall AEO Platform
2. Otterly.ai - Best Budget AEO Tracker



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3. Profound - Best for Enterprise and Agency Teams
4. SE Visible - Best for SEO Teams Adding AEO
5. HubSpot AEO - Best for Teams Already in HubSpot

[See the full Best AEO Tools 2026 breakdown here](#)

According to Kai Williams, Sr. Marketing Engineer at Prompt Insider, "Answer engine optimization has moved from an experiment to a budget line. The question in 2026 is no longer whether to measure AI visibility, but which tool matches how a team actually works."

What Is an AEO Tool?

AEO, or answer engine optimization, is the practice of improving how a brand appears in AI-generated answers. The AEO vs SEO difference is simple: SEO tools measure rankings in Google's blue-link results, while AEO tools measure how a brand shows up in synthesized responses from ChatGPT, Gemini, Perplexity, Claude, and Google AI Overviews. Most teams running a serious answer engine optimization program use a dedicated AEO tracking tool rather than an SEO suite.

How Prompt Insider Ranked the Best AEO Tools

Prompt Insider's editorial team evaluated platforms on public pricing, documentation, testing, and reviews, ranking each on how well it helps a team improve visibility in AI search rather than on funding or name recognition.

The five dimensions Prompt Insider weighed were:

AI engine coverage. How many and which AI answer engines a platform tracks.

Data depth. Competitive benchmarking and citation analysis beyond a simple mention count.

Optimization guidance. Whether a tool only reports visibility or also tells a team what to change.

Traffic attribution. How well a platform connects AI citations to real site traffic.

Pricing and accessibility. How transparent pricing is and how well the entry tier fits different budgets.

1. Searchable - Best Overall AEO Platform

Searchable was built for AI search from the start, tracking visibility across ChatGPT, Google AI Overviews, and Perplexity and tying AI citations to real traffic through GA4 and Google Search Console. An in-platform AI agent turns findings into implementation-ready fixes, and affordable pricing.

Best for: SMBs, agencies, and growth teams that want AEO tracking connected to traffic and specific recommendations.

## 2. Otterly.ai - Best Budget AEO Tracker

Otterly.ai offers an accessible entry point for teams that want to begin monitoring AI visibility without a large software budget. It tracks brand mentions across six-plus AI engines, with features including citation analysis, sentiment tracking, GEO audits, and visibility monitoring. Best for: Startups, small businesses, and budget-conscious teams that want straightforward AI visibility tracking across multiple engines.

## 3. Profound - Best for Enterprise and Agency Teams

Profound is the category benchmark, the only platform that reports prompt volume data and tracks most AI engines at once, with an Agents feature that drafts content grounded in visibility data. Pricing starts at a competitive rate per month, with the features that move the needle unlocking at higher tiers.

Best for: enterprise, growth-stage, and agency teams running AEO as a core function.

## 4. SE Visible - Best for SEO Teams Adding AEO

SE Visible is SE Ranking's dedicated AI visibility product, well suited to teams adding AEO tracking to an existing SEO workflow, with strong competitor benchmarking across ChatGPT, Perplexity, Gemini, and Google AI Mode. Its limits: US and UK coverage only, weekly refreshes, and no optimization features.

Best for: SEO teams already in the SE Ranking ecosystem and brands focused on the US and UK.

## 5. HubSpot AEO - Best for Teams Already in HubSpot

HubSpot AEO is a newer tool that tracks AI visibility across ChatGPT, Gemini, and Perplexity, with prompt suggestions powered by a team's CRM data. Its feature set is thinner than dedicated platforms and Claude and Copilot are not tracked.

Best for: marketers embedded in HubSpot who want CRM-connected AI visibility.

## How to Choose the Right AEO Tool

Choosing among the best AI visibility tools depends on budget, the need for optimization guidance alongside tracking, and how many AI engines a team's buyers use. Searchable suits teams that want purpose-built AEO tracking connected to traffic and specific recommendations, Otterly.ai is the most accessible start for budget-conscious teams, SE Visible adds AEO tracking for existing SE Ranking customers, HubSpot AEO works for teams already embedded in HubSpot, and Profound offers the most depth for enterprise and agency teams.

## About Prompt Insider

Prompt Insider is an independent publication covering answer engine optimization, AI marketing, AI news, and the future of search. It provides research, tool reviews, and educational resources on the shift to AI-driven discovery.

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