Guzu AI Expands AI Visibility Platform With Free GEO Audit, Agency Pitching Tool and MCP Access for Claude

Guzu adds a free GEO audit, agency pitching tool and Claude MCP access to help brands analyze AI visibility and turn insights into action.



Guzu AI dashboard

KUALA LUMPUR, KUALA LUMPUR, MALAYSIA, August 18, 2026 /EINPresswire.com/ -- Guzu.ai, an AI visibility and Generative Engine Optimization (GEO) platform, has expanded its product offering with three capabilities designed to help businesses and agencies better understand, present and analyze their visibility across AI search: a Free GEO Audit, an AI Visibility Pitching Tool for agencies, and MCP access for Claude.

As consumers increasingly use AI platforms to research companies, products and services, businesses are looking beyond traditional search rankings to understand whether their brands are being mentioned, cited and recommended in AI-generated answers. Guzu helps businesses and agencies measure that visibility, compare performance with competitors and identify areas where improvements may be needed.

> AI visibility data is most useful when teams can turn it into action. Guzu is built to help businesses and agencies move from insight to execution."
>
> *Arash Nouzari, Founder of Guzu.ai*

- Free GEO Audit Turns Visibility Gaps Into an Action Plan

Guzu's Free GEO Audit is designed for businesses that want to understand their presence in AI search before committing to an ongoing software subscription or agency engagement.

Rather than providing only a visibility score, the audit examines a brand's AI search presence, competitive landscape and potential visibility gaps. The resulting analysis helps businesses

understand where they currently stand, which competitors may be gaining stronger visibility, where opportunities are being missed and what areas should be prioritized.

The goal is to turn AI visibility data into a practical GEO action plan so businesses have a clearer idea of what to work on next.

- Agency Pitching Tool Brings AI Visibility Data Into Client Sales

For SEO, digital marketing and GEO agencies, Guzu has developed an AI Visibility Pitching Tool built specifically around the prospecting and sales process.

Agencies can analyze a prospective client before a meeting and use brand-specific AI visibility data to demonstrate how the prospect is performing, which competitors have stronger visibility and where potential opportunities exist.

Instead of relying only on a generic presentation explaining the importance of AI search, agencies can bring data related directly to the prospect's own business and competitive landscape into the conversation.

The tool is designed for on-demand analysis, giving agencies a practical way to use AI visibility intelligence during client pitches without adding every prospect to an ongoing tracking workflow.

- MCP Access Lets Users Analyze Guzu Data Directly in Claude

Guzu also provides an MCP Server for users who want to connect Guzu with Claude and work with Guzu data directly inside their Claude environment.

Once connected, users can pull information from Guzu into Claude and analyze it conversationally. This allows users to explore AI visibility findings, compare competitors, examine citation gaps and ask follow-up questions about the data without relying exclusively on the Guzu dashboard.

For teams already using Claude for research and analysis, the MCP option provides a more direct way to bring AI visibility intelligence into their existing workflow.

- Moving From Measurement to Action

Together, the three capabilities support different stages of the GEO process.

Businesses can use the Free GEO Audit to understand where they stand and what they should improve. Agencies can use the AI Visibility Pitching Tool to bring prospect-specific data into sales conversations. Users working with Claude can connect through MCP to pull Guzu data into

Claude for additional analysis.

Guzu's broader focus is to help businesses and agencies move beyond simply measuring AI visibility by giving them the competitive intelligence and actionable insights needed to understand what may be influencing their presence in AI-generated search results.

- About Guzu.ai

Guzu.ai is an AI visibility and Generative Engine Optimization platform for businesses, marketers and agencies seeking to understand how brands appear across AI-generated search experiences. The platform combines AI visibility tracking, competitor intelligence, citation analysis and optimization insights to help users identify where their brand is visible, where competitors are stronger and where opportunities may exist.

For more information, visit Guzu.ai.

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