

Competitor Citation Tracker

Discover Where You Stand in AI Search Results

This tracker reveals exactly how AI systems like ChatGPT, Claude, and Perplexity recommend your competitors — and where you rank. In 15 minutes, you'll have competitive intelligence no one else in your company has.

Step 1: Set Up Your Tracker

Create a Google Sheet or use this template. Add your top 5 competitors in the rows below.

Competitor	ChatGPT	Claude	Perplexity	Total	Key Context
YOUR COMPANY					

Step 2: Scoring System

Use this scoring for each AI platform:

- **1 point** — Company is mentioned
- **2 points** — Company is recommended as a top option
- **3 points** — Company is explained in detail with specific strengths

Step 3: Run These Prompts

ChatGPT Prompts

Run for each competitor:

I'm researching [INDUSTRY] solutions. Which companies should I consider for [YOUR CATEGORY]?

List the top options with a brief explanation of what makes each one stand out.

Then follow up with:

```
Tell me more about [COMPETITOR NAME]. What are they known for? What do customers typically say about them?
```

Claude Prompts

Run for each competitor:

```
I'm a [YOUR BUYER PERSONA - e.g., "VP of Marketing at a mid-size B2B company"] looking for [YOUR CATEGORY].
```

```
What companies should be on my shortlist and why?
```

Then:

```
What do you know about [COMPETITOR NAME]? What's their reputation in the market?
```

Perplexity Prompts

Run for each competitor:

```
Best [YOUR CATEGORY] companies for [YOUR INDUSTRY] in 2025
```

Then:

```
[COMPETITOR NAME] reviews and reputation
```

89%

The top 15% of companies capture 89% of all AI-referred traffic. This tracker shows you exactly where that line is in your market.

What You'll Discover

After 15 minutes with this tracker, you'll know:

- Which competitor AI systems recommend most often
- Who has "trained" AI to understand their value proposition
- Where the gaps are (competitors with low scores = your opportunity)
- Your own position relative to the market

Ready for a Deeper Analysis?

Run your free AI visibility diagnostic and get a complete breakdown of your company's AI search presence.

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