

As the AI revolution accelerates, marketers and SEO professionals face a fresh challenge: how to effectively track their presence across multiple AI platforms. Traditional SEO rank tracking tools have served us well for years, monitoring search engines like Google and Bing. But the rise of AI engines such as Claude, Writesonic, and others demands a new set of capabilities.

In this article, we'll explore how top tools handle AI visibility across up to 10 platforms — from Claude tracking to Writesonic's broad AI platform coverage. We'll also dissect key themes like the difference between AI visibility and traditional SEO ranking; pricing models for AI tracking; and the importance of prompt tracking and prompt set building.



Why AI Visibility Differs from Traditional SEO Rank Tracking

SEO rank tracking has historically focused on monitoring keyword positions on search engines. However, AI visibility tracking is a different animal altogether. Instead of tracking webpage rankings, it measures how well your content, brand, or AI prompts perform across diverse AI engines that generate answers, summaries, or creative content.

Consider the following distinctions:

- **Data source diversity:** SEO tracking pulls rankings from search engine result pages (SERPs). AI visibility tools must interface with multiple AI engines' APIs or simulate inputs to capture responses.
- **Ranking metrics :** Traditional rank tracking focuses on position. AI visibility involves scoring or qualitative evaluation of AI-generated outputs based on relevance, accuracy, and brand alignment.
- **Prompt vs keyword focus:** AI visibility depends on prompt-based evaluation, which introduces an additional layer of complexity compared to single keyword tracking.
- **Dynamic results:** AI answers can vary over time and depends heavily on prompt phrasing, making stable tracking more challenging.

To address these challenges, innovative toolkits and scores like the *AI Visibility Toolkit* and *AI Visibility Score* have emerged, enabling marketers to better quantify and optimize AI presence.

Top Tools Tracking Multiple AI Engines (Including Claude)

Tracking AI platform coverage varies significantly from vendor to vendor. Some tools cover just 2-3 engines, while others support up to 10 or more, including Claude. Let's examine the leaders in terms of AI engine coverage and functionality:

Tool	AI Platforms Covered	Claude Tracking?	Prompt Tracking & Set Building	Pricing Model	Semrush (AI Visibility Toolkit)	Up to 10 (Claude, Writesonic, OpenAI, Jasper, Copysmith, etc.)	Yes	Yes, integrated prompt set management	Tiered subscriptions + add-ons	Writesonic Supports ~10 AI engines internally for content generation	Yes	Prompt library + usage analytics	Credit-based (prompts/checks), subscription options	Moz Focuses on traditional SEO but beta AI tracking with 2-3 engines	No (not full Claude tracking yet)	No or limited	Tiered SaaS plans

Note: Since AI engines rapidly evolve, some tools continuously expand or refine platform coverage to include new players like Claude, Anthropic, and others.

AI Platform Coverage: Why Up to 10 Engines Matters

Many AI visibility tools limit their tracking to 2-3 platforms, typically mainstream ones like OpenAI's GPT, Google Bard, or Microsoft Bing AI. However, leading AI content creators and marketers need to monitor a broader ecosystem including Claude (Anthropic), Writesonic, Jasper, and others.

Tracking 10 AI platforms offers several benefits:

1. **Competitive visibility:** Understand where your content or brand is favored or ignored.
2. **Diverse audience reach:** Different platforms tailor results differently; broad coverage maximizes reach and influence.
3. **Data-driven AI prompt optimization:** By comparing performance across AI engines, marketers can refine prompts and strategies.
4. **Risk mitigation:** Diversifies dependency on any single AI platform and prepares for algorithmic shifts.

Semrush's AI Visibility Toolkit leads this field by enabling marketers to track 10 AI engines with robust prompt management and scoring.

Pricing Models: Add-ons, Tiering, Prompts, Checks, Enterprise

Pricing for AI visibility tools tends to reflect the complexity and computational expense of querying multiple AI engines and processing qualitative output data. Here are the common pricing structures:

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- **Add-on pricing:** Some platforms, like Semrush, offer AI visibility tracking as an add-on to traditional SEO plans. This lets users buy AI tracking capabilities without upgrading core SEO packages.
- **Tiered subscriptions:** Tools often structure access by tiers – basic plans may restrict AI platform coverage or number of prompt evaluations, while enterprise tiers allow unlimited or bulk usage.
- **Credit-based (Prompts/Checks):** Writesonic and similar platforms charge based on prompt usage or "checks" (evaluations of AI output). This pay-as-you-go model scales with usage intensity.
- **Enterprise custom pricing:** For large SaaS brands or agencies, bespoke pricing and SLAs may come into play, especially when integrating custom prompt set building and advanced analytics.

Choosing the right pricing plan depends on your AI competitive landscape and prompt testing needs.

Prompt Tracking and Prompt Set Building: The New Frontier

Unlike traditional SEO tracking that revolves around keywords, AI visibility depends critically on **prompts**. Prompt phrasing, structure, and sequencing drastically impact AI outputs. Therefore, modern AI visibility tools provide functionality for:

- **Prompt set building:** Creating and managing collections of prompts to systematically test across AI engines.
- **Prompt tracking:** Monitoring how prompts perform over time and across different AI engines, capturing metrics like engagement, relevance, and output quality.
- **Analytics and optimization:** Using collected data to identify high-performing prompt variants, refine messaging, and improve AI-generated content.

The *AI Visibility Toolkit* from Semrush excels here by enabling marketers to set up prompt libraries, track scores from all 10 AI platforms including Claude, and receive actionable insights.

Comparing Claude Tracking & AI Coverage Across Tools

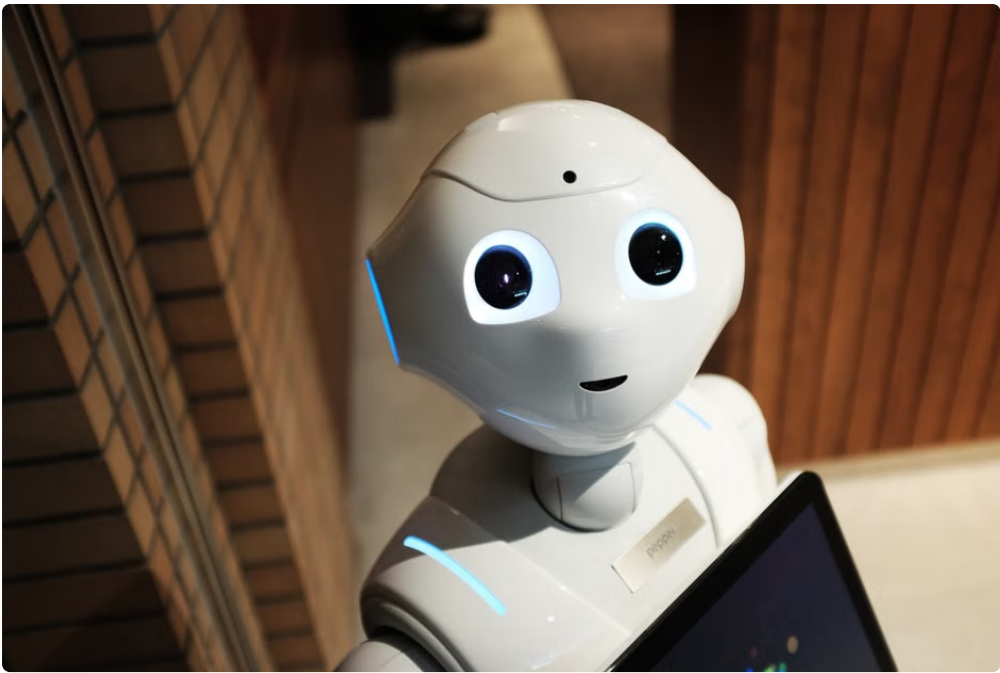
Claude, developed by Anthropic, is increasingly a key AI engine marketers target due to its focus on safety and nuanced language understanding. Not every AI visibility tool supports Claude tracking yet. Here's how the main players stack up:

Feature	Semrush (AI Visibility Toolkit)	Writesonic	Moz (Beta AI tracking)	Claude AI Tracking
Fully supported within 10-platform coverage	Supported	Supported	Not currently supported	Supported
Natively for content creation and testing	Supported	Supported	Not currently supported	Supported
Prompt Set Building	Advanced prompt set libraries and scheduling	Prompt library with usage analytics	Minimal or none	None
AI Visibility Score	Proprietary score measuring AI presence quality	Focus on output quality metrics, but no unified score	Focus on traditional SEO metrics primarily	Pricing Model
Subscriptions	Tiered subscriptions with add-on options	Credit-based for prompts/checks plus subscriptions	Tiered SaaS pricing for SEO toolkits	

Conclusion: Choosing an AI Visibility Tool for Claude and More

As the AI content creation ecosystem expands, monitoring your brand presence and content effectiveness across multiple engines has become essential. Traditional SEO rank tracking tools like Moz provide foundational insights but lack comprehensive AI platform coverage or prompt tracking.

Tools like Semrush's AI Visibility Toolkit and Writesonic stand out by supporting up to 10 AI engines including Claude, offering sophisticated prompt set building, and innovative scoring models like the AI Visibility Score. Pricing models vary from credit-based prompt checks to tiered subscriptions with add-ons — so it's essential to evaluate usage volume, platform needs, and budget when selecting a solution.



If your marketing team is serious about mastering AI visibility and prompt optimization across diverse engines such as Claude, Writesonic, Jasper, and more, investing in a robust AI visibility tool is a strategic necessity for staying competitive in 2024 and beyond.