

In the rapidly evolving landscape of digital marketing and AI search discovery, understanding exactly what tools measure and how they quantify your brand presence is crucial. Among many metrics, the **Semrush Visibility Score** stands out as a popular KPI used by B2B SaaS companies and ecommerce brands alike to benchmark their search engine performance. But what does the Semrush Visibility Score really mean? And how does it compare with emerging metrics around AI answer engines like ChatGPT and Perplexity?

In this comprehensive post, we'll break down the core components of the visibility score from 0 to 100, explore the nuances of AI search discovery, and provide actionable insights on monitoring and benchmarking your brand's visibility across AI and traditional search engines. We'll also touch on how tools like **Writesonic** and **Peec AI** fit into this evolving ecosystem.

What is the Semrush Visibility Score?

The *Semrush Visibility Score* is a numerical value from **0 to 100** designed to express how visible your website or domain is on search engines based on a set of target keywords tracked by Semrush. Essentially, it aggregates the organic search rankings of your keywords to provide a unified visibility percentage.

While it's easy to associate a higher score with better performance — and that's broadly true — it's critical to understand the underlying methodology to avoid misinterpretation.

How is the Semrush Visibility Score Calculated?

Semrush evaluates your position for each tracked keyword in its database. It then weighs your keyword rankings by estimated search volume and position in search engine results pages (SERPs). Keywords that rank closer to #1 contribute more heavily to your visibility. The sum of these weighted values is normalized to a 0-100 scale to produce the Visibility Score.

Here's a simplified example of factors influencing the score:

- **Keyword position:** Ranking #1 for a keyword drives more score than #10.
- **Search volume:** Keywords with higher monthly searches contribute more heavily.
- **Number of keywords tracked:** The score is relative to the total possible traffic from your tracked set.

Semrush Pricing Example

To access and track the Visibility Score, companies often subscribe to Semrush's plans starting around **\$139/month**. This makes it a mid-tier investment, suitable for businesses that need deep keyword tracking and competitive benchmarking. Given the investment, this measure is more than just vanity — it feeds into strategic decisions about content, SEO, and paid search tactics.

Visibility Score vs AI Answer Engines: The New Frontier

Traditional SEO and SEM strategies centered around Google and Bing are evolving in the face of AI-powered answer engines like ChatGPT and Perplexity. Unlike traditional search engines that present ranked lists of links, AI engines generate conversational answers sourced from a range of citations.

This shift introduces fresh challenges and opportunities for brands aiming to maintain or boost their **brand presence** in AI-driven results.

AI Search Discovery and Brand Visibility

AI answer engines discover content differently compared to keyword-based search engines. Instead of ranking numerous pages, these engines consolidate information into an overview with citations. This means your brand's visibility depends not just on ranking positions but also on being cited as an authoritative source.

- **Citation Importance:** Ensuring your content is referenced by AI answer engines is becoming as crucial as traditional rankings.
- **Source Quality:** AI models prioritize high-quality, trustworthy sources, amplifying the need for authoritative content.
- **Dynamic Content Consumption:** AI answers often pull from multiple sources, so a fragmented brand presence can dilute visibility.

Why AEO and GEO Matter

Two acronyms gaining traction in AI and search discussions are **AEO** (Answer Engine Optimization) and **GEO** (General Engine Optimization). Understanding their definitions clarifies how strategies differ in these emerging contexts.

Term Definition Use Cases AEO (Answer Engine Optimization) Optimizing content to be featured or cited in AI-generated answers and overviews. Brands aiming to appear in AI chatbots, voice assistants, and other AI-powered search interfaces. **GEO (General Engine Optimization)** Traditional SEO focused on improving rankings in classic search engines like Google and Bing. Businesses targeting click-through traffic via SERPs, paid search, and organic listings.

Integrating AEO with GEO tactics is becoming essential for maximizing overall visibility across both conventional and AI search platforms.



Prompt Monitoring and Benchmarking for Visibility

With AI engines relying on prompts and queries differently than keywords, ongoing monitoring of prompt performance is vital for brand teams. Tools like **Writesonic** help marketers craft and optimize prompts that improve the chances of being selected as citations by AI answer engines.

- **Tracking Prompt Variations:** Continuously testing different question formulations to see which lead to brand citations.
- **Benchmarking Visibility:** Comparing results across multiple AI answer engines such as ChatGPT and Perplexity to identify where your content is most visible.
- **Iterative Optimization:** Using AI-generated content from tools like Writesonic and Peec AI to refine messaging and increase relevancy.

Citation and Source Tracking in AI Search

One of the more significant challenges when monitoring AI search visibility is tracking citations and confirming which content sources AI engines favor. Unlike traditional ranking data easily accessible via dashboards, AI answer citations require sophisticated tracking.

Peec AI is an emerging tool designed to monitor AI answer engine citations and track brand mentions within AI-generated overviews. By integrating citation tracking with traditional SEO dashboards, marketers get a fuller picture of their brand visibility ecosystem.

Why Citation Tracking Matters

- **Citation Attribution:** Direct attribution helps brands understand where and how their content is featured within AI answers.
- **Insight into Source Preference:** Discover which content types and sources AI engines prioritize for specific topics.
- **Reputation Management:** Ensuring accurate and positive brand citations within AI-generated content builds trust and authority.

What Does This Look Like on Monday Morning?

Before recommending any tool or strategy, I always ask: *"What does this look like on Monday morning?"* Because leadership teams demand concise, exportable reports that clearly show brand and AI visibility improvements.



With Semrush's Visibility Score, you get a standardized, export-ready metric to communicate progress to executives and stakeholders. When combined with AI citation data from Peec AI and prompt performance from Writesonic, you have a comprehensive view of brand presence spanning GEO and AEO approaches.

Regular weekly audits should include:

1. Tracking changes in Semrush Visibility Score for core keyword sets.
2. Reviewing AI answer citations and source mentions from Peec AI.
3. Monitoring prompt success and experiment results via Writesonic.
4. Comparing AI engine visibility across ChatGPT, Perplexity, and traditional search engines.
5. Exporting dashboards and reports ready for leadership review without endless manual formatting.

Conclusion

The Semrush Visibility Score from 0 to 100 remains a valuable metric for understanding your brand's footprint within traditional search engines. However, the rapid growth of AI-powered answer engines requires marketers to think beyond just keyword rankings.

Integrating **AEO strategies**, leveraging prompt monitoring and benchmarking with tools like Writesonic, and incorporating **citation tracking** via Peec AI produces a more holistic understanding of your brand presence in the evolving search landscape.

By combining these insights with established GEO metrics, businesses can confidently optimize for both AI and traditional search, ensuring they stay visible and authoritative wherever their audiences look for answers.

Remember, the real value comes from alignment — making sure your visibility score and AI visibility data tell [Check out here](#) a coherent story when Monday morning reports land on your CEO's desk.