

DOESAIKNOW

AI Visibility Report

Ahrefs • US • April 1, 2026

66.4

AI Visibility Score

34 queries • 5 competitors

(29 seed + 5 discovered)

Executive Dashboard

66.4

AI SCORE

79.4%

MENTION RATE

11.3%

SHARE OF VOICE

8.9%

CONSISTENCY

Per-LLM Breakdown

LLM	MR %	SOV %	CS %	AVG POS	SENT +	→ AIS
ChatGPT	87.7%	11.1%	10.0%	2.6	97.0%	71.0
Perplexity	71.0%	10.9%	5.0%	2.8	94.7%	60.5
Google AI	65.9%	10.0%	5.6%	2.9	96.8%	58.2
AI Mode	93.3%	11.5%	14.0%	2.7	96.5%	75.2
Copilot	79.3%	12.9%	9.7%	2.3	99.2%	67.2

AIS = weighted sum of MR, CS, Prominence, Sentiment, Position. Prominence (avg. response position weight) is computed globally, not per-LLM.

Ahrefs currently holds an AI Visibility Score of 66.4 and a Mention Rate of 79.4%. While its Share of Voice is 11.3%, the brand's Consistency Score is 5%, indicating room for improvement in consistent visibility. The Page Audit score is 60/100, with critical issues identified in the absence of FAQ sections and comparison tables. Addressing these gaps presents a significant opportunity to enhance AI visibility.

Competitive Landscape

Top 15 brands by AI Visibility Score



BRAND	SCORE	MR %	TOP-3 %	AVG POS	SOV %	FRAMING
Ahrefs	66.4	79.4%	91.1%	2.7	11.3%	leader
Semrush ★	57.6	75.7%	80.5%	3.4	9.3%	mentioned
Moz ★	47.5	61.6%	54.2%	4.0	8.0%	mentioned
Google Search Console	39.7	36.5%	48.4%	4.4	5.1%	mentioned
Majestic	33.0	23.3%	33.3%	5.1	3.3%	mentioned
Moz Pro	31.9	11.4%	59.5%	4.6	1.6%	mentioned
Moz Link Explorer	29.6	78%	42.9%	5.3	1.1%	mentioned
Linkody	29.4	11.8%	5.7%	6.9	1.7%	mentioned
Bing Webmaster Tools	28.7	8.3%	46.7%	5.0	1.1%	mentioned
Seobility	28.7	9.8%	27.3%	5.9	1.4%	mentioned
SEO SpyGlass	28.5	8.2%	12.5%	6.7	1.1%	mentioned
Backlinko	26.2	6.3%	50.9%	4.8	0.9%	mentioned
Ubersuggest ★	10.2	12.8%	2.5%	6.1	1.8%	mentioned
SEranking ★	8.0	6.8%	4.3%	5.7	0.9%	mentioned
NeilPatel ★	5.4	5.3%	1.6%	5.5	0.7%	mentioned

★ = your defined competitor. Includes your 5 defined competitors plus brands that AI engines organically surfaced in responses — these represent competitors you may not have been tracking.

Framing — how AI engines position each brand:

leader — presented as the top choice or market leader · **recommended** — actively suggested by AI · **compared** — included in comparisons with competitors · **mentioned** — named but without strong positioning · **alternative** — presented as a secondary option · **criticized** — referenced with negative framing · **absent** — not found in AI responses

Dominant Framing = most frequently observed role across all AI responses. Individual responses may assign different framings.

Mega-platforms (YouTube, Google, Reddit, etc.) excluded from competitive ranking — they are distribution channels, not direct competitors. Their data remains in citation analysis.

Example Brand Mention in AI

Query: **"top backlink analysis software"** (perplexity, framing: compared)

Ahrefs: Deep backlink database, robust link intersect, anchor text analysis, and competitor comparisons. Known for reliable freshness and a strong drugstore of historical link data.

Per-LLM Competitor Comparison

Side-by-side comparison of Ahrefs vs. your defined competitors across AI engines.

Share of Voice methodology note

Share of Voice in this table is calculated as each brand's share of mentions among tracked brands only (your brand + defined competitors). Elsewhere in this report, SoV is calculated globally — as a share among all 15+ brands discovered by AI engines, which yields lower values due to the long tail of hundreds of niche brands.

Mention Rate (%) by AI Engine

ENGINE	AHREFS	SEMRUSH	MOZ	UBERSUGGES..	SERANKING	NEILPATEL
ChatGPT	87.7%	61.3%	52.3%	42.5%	27.9%	33.9%
Perplexity	71.0%	71.1%	60.3%	41.9%	25.0%	29.0%
Google AI	65.9%	53.5%	51.4%	30.2%	21.3%	23.5%
AI Mode	93.3%	83.1%	66.9%	55.4%	29.8%	29.1%
Copilot	79.3%	61.4%	55.1%	46.0%	24.9%	24.2%

AI Visibility Score by Engine

ENGINE	AHREFS	SEMRUSH	MOZ	UBERSUGGES..	SERANKING	NEILPATEL
ChatGPT	71.0	55.7	43.4	33.6	30.8	27.7
Perplexity	60.5	60.5	49.7	34.0	29.0	29.7
Google AI	58.2	50.0	44.8	27.3	28.0	25.3
AI Mode	75.2	70.3	54.8	40.8	31.4	28.2
Copilot	67.2	54.7	45.5	37.4	28.2	27.6

Relative Share of Voice (%) by Engine — among tracked brands

ENGINE	AHREFS	SEMRUSH	MOZ	UBERSUGGES..	SERANKING	NEILPATEL
ChatGPT	24.3%	24.8%	14.1%	11.6%	16.0%	9.2%
Perplexity	19.9%	24.3%	17.2%	11.7%	14.2%	12.7%
Google AI	22.3%	23.3%	17.4%	10.2%	15.5%	11.3%
AI Mode	22.7%	21.6%	16.4%	13.2%	14.4%	11.7%
Copilot	23.5%	22.3%	16.0%	13.7%	12.4%	12.1%

How to read this table

Compare where Ahrefs is stronger or weaker than competitors across AI engines. Differences between engines highlight where to focus your content strategy.

AI Mention Examples

Below are concrete citations of Ahrefs by AI engines — with response excerpts and cited URLs.

"Ahrefs referring domains Checker"

ChatGPT leader

Here's a clear explanation of the Ahrefs referring domains checker — what it is, how it works, and how you can use it:

cited URL ahrefs.com/academy/how-to-use-ahrefs/site-explorer/referring-domains

pos. #1

"Ahrefs referring domains Checker"

Perplexity leader

Ahrefs Referring Domains Checker helps you see which unique sites link to yours and how many links they pass. Here's a quick guide to using it effectively.

cited URL ahrefs.com/backlink-checker

pos. #1

"Ahrefs referring domains Checker"

AI Mode leader

Free Backlink **Checker** by **Ahrefs**

Check the **Referring domains report** to see every linking domain, along with useful SEO metrics. Domain Rating (DR). Referring domains (followed). Linked domains ...

cited URL ahrefs.com/backlink-checker

pos. #1

"Ahrefs referring domains Checker"

Copilot leader

If you want to check the referring domains for any website using Ahrefs, the fastest method is to use Ahrefs' free Backlink Checker, which shows the number of referring domains along with key authority metrics.

cited URL ahrefs.com/backlink-checker

pos. #1

"Domain authority checker Ahrefs"

ChatGPT leader

If you're looking for an Ahrefs domain authority checker , here's the exact tool and how it works =G

cited URL ahrefs.com/website-authority-checker

pos. #1

"Domain authority checker Ahrefs"

Perplexity leader

Ahrefs uses Domain Rating (DR) as its key authority metric, not Moz-style Domain Authority (DA). You can check DR for a domain using Ahrefs' Website Authority Checker, which is available as a free tool with limited data and more comprehensive data in their paid plans.

cited URL ahrefs.com/website-authority-checker

pos. #1

Query Analysis

For each seed query, Ahrefs is tested across two layers: the exact query (Seed) and 5 paraphrases. Each layer tested on 5 AI scrapers — 30 requests per seed query total.

Seed ↑ Sub ↑ Strong authority

AI consistently cites you across all phrasings. Maintain freshness to protect this position.

Seed ↓ Sub ↓ Content gap

AI rarely cites you. Either no article exists or content lacks depth. New content opportunity.

Seed 0 Sub > 0 Framing gap

AI finds your content via paraphrases but not the main query. Strengthen BLUF and entity attributes.

Seed 5 Sub 0 Narrow indexing

AI indexed you on exact URL but content lacks semantic breadth. Expand with synonyms and subtopics.

SEED QUERY	ENG	GAP	OPP	MR%	#G	EXACT	PARAPHRASE DEPTH				
						/5 scrapers	/5 variants per scraper				
						SEED	GPT	PPX	GGL	AIM	COP
best backlink checker tool	● 77	AL	49%	<u>100.0%</u>	#2	5/5	5/5	3/5	4/5	4/5	5/5
free backlink checker	● 77	AL	54%	<u>60.0%</u>	#1	3/5	5/5	4/5	2/5	4/5	4/5
leading link profile analysis service	● 77	AI	47%	<u>80.0%</u>	—	4/5	5/5	1/5	3/5	5/5	5/5
free inbound link lookup	● 77	AL	55%	<u>60.0%</u>	#1	3/5	4/5	4/5	2/5	5/5	4/5
top backlink analysis software	● 100	AI	51%	<u>100.0%</u>	—	5/5	5/5	5/5	3/5	4/5	4/5
how to check backlinks to my website	● 97	AL	57%	<u>100.0%</u>	#2	5/5	4/5	5/5	5/5	5/5	4/5
free referral link report	● 97	WB	62%	<u>0.0%</u>	—	0/5	3/5	1/5	3/5	4/5	2/5
find links pointing to my site	● 88	AI	52%	<u>80.0%</u>	—	4/5	3/5	5/5	5/5	5/5	3/5
premier backlink monitoring tools	● 57	AI	35%	<u>80.0%</u>	—	4/5	5/5	3/5	4/5	5/5	5/5
recommended website link checker	● 77	AI	49%	<u>40.0%</u>	—	2/5	5/5	3/5	4/5	3/5	4/5
top-rated backlink audit instruments	● 77	AI	42%	<u>100.0%</u>	—	5/5	5/5	5/5	4/5	5/5	5/5
detect spammy backlinks to my site	● 77	AL	55%	<u>100.0%</u>	#1	5/5	5/5	4/5	5/5	5/5	4/5
track external links to my pages	● 97	AI	58%	<u>80.0%</u>	—	4/5	2/5	1/5	3/5	5/5	2/5
SEO backlink research utility	● 77	AI	45%	<u>60.0%</u>	—	3/5	5/5	5/5	3/5	5/5	3/5
check the authority metric of a domain	● 77	AL	57%	<u>100.0%</u>	#2	5/5	4/5	4/5	4/5	4/5	4/5
best tool to analyze competitor backli..	● 77	AL	48%	<u>100.0%</u>	#4	5/5	5/5	3/5	5/5	5/5	5/5
how to check domain authority of a web..	● 97	AL	63%	<u>80.0%</u>	#2	4/5	4/5	4/5	4/5	5/5	4/5
how to find toxic backlinks	● 97	AL	63%	<u>100.0%</u>	#7	5/5	3/5	3/5	3/5	5/5	3/5

SEED QUERY	ENG	GAP	OPP	MR%	#G	EXACT	PARAPHRASE DEPTH				
						/5 scrapers	/5 variants per scraper				
						SEED	GPT	PPX	GGL	AIM	COP
see referring domains for my website	●77	AL	55%	60.0%	#3	3/5	5/5	4/5	4/5	5/5	4/5
evaluate a site's authority score	●97	AL	64%	100.0%	#1	5/5	5/5	4/5	2/5	5/5	5/5
best backlink checker in 2026	●57	AL	40%	100.0%	#6	5/5	5/5	5/5	4/5	5/5	5/5
where to check my backlinks for free	●77	AL	52%	80.0%	#1	4/5	5/5	4/5	2/5	5/5	5/5
best free seo backlink checker	●77	AL	54%	80.0%	#1	4/5	5/5	4/5	3/5	5/5	4/5
how to monitor new backlinks to my sit..	●77	AL	52%	100.0%	#2	5/5	4/5	4/5	2/5	4/5	3/5
backlink analysis tool for SEO	●77	AL	52%	60.0%	#3	3/5	5/5	3/5	3/5	5/5	4/5
no-cost backlink analysis tool	●77	AL	55%	60.0%	#3	4/5	3/5	4/5	2/5	5/5	4/5
get a list of my website's backlinks	●77	AL	52%	100.0%	#1	5/5	4/5	4/5	4/5	5/5	2/5
where can i check my backlinks	●77	AL	53%	80.0%	#1	4/5	3/5	5/5	4/5	5/5	3/5
how to check competitors backlinks	●77	AL	53%	100.0%	#1	5/5	4/5	5/5	3/5	5/5	5/5
5 discovered queries (from People Also Ask)											
How to find toxic backlinks in Ahrefs? ▲	●91	AL	50%	100.0%	#1	5/5	0/5	0/5	0/5	0/5	0/5
Is Ahrefs worth the money? ▲	●97	AI	55%	100.0%	—	5/5	0/5	0/5	0/5	0/5	0/5
Free backlink checker Ahrefs ▲	●97	AL	56%	80.0%	#1	4/5	0/5	0/5	0/5	0/5	0/5
Domain authority checker Ahrefs ▲	●85	AL	52%	80.0%	#1	4/5	0/5	0/5	0/5	0/5	0/5
Ahrefs referring domains Checker ▲	●91	AL	54%	80.0%	#1	4/5	0/5	0/5	0/5	0/5	0/5

Column definitions

Eng AI Engagement (0–100) — how actively AI engines discuss this topic (PAA, related questions, competitive intensity)

Gap Relationship between Google organic rank and AI visibility for this query

Opp Opportunity score — higher % means easier to gain AI visibility (based on engagement, gap, headroom)

MR% Brand Mention Rate — % of AI responses that mentioned the brand (across 30 tests per query)

#G Google organic rank position (when available)

Gap types: SEO#AI = high Google rank but low AI visibility • AI = strong in AI but weak in Google • WB = weak in both • AL = aligned (strong in both)

0/5 3/5 5/5 Seed column = how many of the 5 AI scrapers mentioned the brand on the exact seed query (0–5)

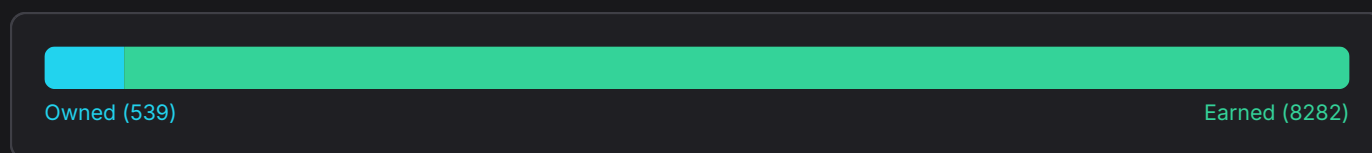
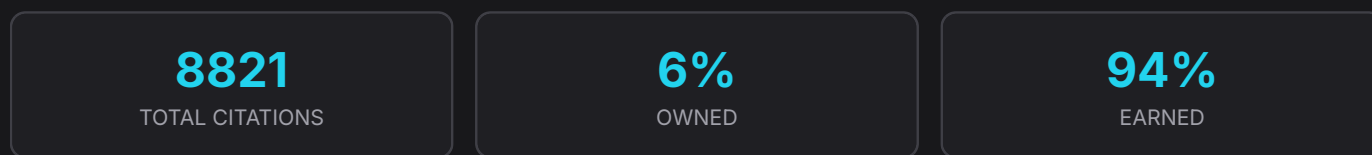
0/5 2/5 5/5 Per-scraper columns (ChatGPT, etc.) = how many of that scraper's 5 paraphrase variants mentioned the brand (0–5)

MR% = overall Brand Mention Rate — % of unique AI responses that mentioned the brand (across 30 tests per query: original ×6 reps + paraphrase variants)

▲ = no paraphrases available, original query repeated 6× per scraper (fallback mode)

Citation Landscape

Citations are the sources (links, domains) that AI engines reference when generating answers. "Owned" citations point to your domain — "Earned" citations come from external sources (media, forums, blogs). More owned citations = stronger brand authority in AI responses.



Top Cited Domains

DOMAIN	CITATIONS	TYPE	ROLE
semrush.com	589	competitor	supporting
ahrefs.com	504	brand_owned	primary_source
moz.com	340	competitor	supporting
youtube.com	325	platform	supporting
reddit.com	223	forum	supporting
seranking.com	159	competitor	supporting
techradar.com	139	media	supporting
vazoola.com	118	blog	supporting
backlinko.com	116	blog	supporting
neilpatel.com	116	blog	supporting
editorial.link	113	blog	supporting
majestic.com	112	brand_owned	supporting
seobility.net	106	brand_owned	primary_source
therankmasters.com	102	blog	supporting
backlinkgrid.com	93	blog	supporting

Your Cited Pages

Which articles from your domain each AI engine references. Numbers show citation count per engine.

PAGE	TOTAL	GPT	PPX	GGL	AIM	COP	ROLE
/backlink-checker	233	36	73	14	72	38	primary source
/website-authority-checker	80	10	25	8	22	15	primary source
/blog/who-links-to-my-site	25	2	8	6	8	1	supporting
/academy/how-to-use-ahrefs/site-explorer..	20	7	8	—	5	—	primary source
/en/articles/752797-does-ahrefs-provide-..	11	7	2	—	2	—	primary source
/en/articles/2327323-how-to-see-inbound-..	9	1	3	1	4	—	primary source
/blog/find-competitors-backlinks	8	4	1	—	3	—	primary source
/seo/glossary/website-authority	7	4	1	—	2	—	primary source
/site-explorer	7	—	1	—	5	1	example
/backlink-checker	5	—	—	5	—	—	primary source
/blog	5	5	—	—	—	—	primary source
/broken-link-checker	5	—	3	—	2	—	primary source
/free-seo-tools	5	—	2	—	1	2	primary source
/en/articles/2349079-how-to-set-up-new-m..	5	1	2	1	1	—	primary source
/academy/how-to-use-ahrefs/site-explorer..	4	3	—	—	1	—	primary source

— = not cited by this engine. A page can be mentioned in AI responses without being formally cited (linked).

Brand Framing Analysis

Dominant Framing: **leader**

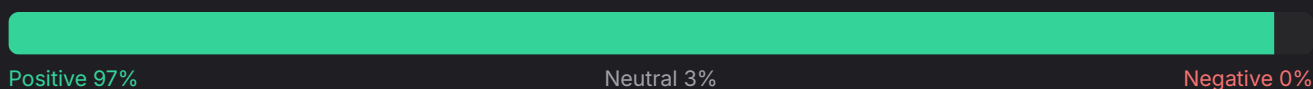
Strengths

- Deep backlink database
- robust link intersect
- anchor text analysis
- competitor comparisons
- reliable freshness
- strong drugstore of historical link data
- comprehensive, industry-leading data
- excel at competitor analysis, link quality evaluation, and tracking new/lost links
- second most active crawler after Google
- highly accurate, frequently updated data (every 15 mins)

Weaknesses

- Expensive
- Free version = limited data
- No free plan
- Pricier than some alternatives
- No strong "toxic score" system
- limited free report
- Free version = limited results (sample only)
- paid or limited free tiers
- roughly \$200+/month
- Higher cost

Sentiment Breakdown



Query Insights

Ahrefs demonstrates a strong AI Visibility Score of 66.4 with a Mention Rate of 79.4%. The brand's performance is strongest in the 'awareness' funnel stage, which is also where the most common gap type, 'ALIGNED', appears. The 'decision' funnel stage is the weakest. The biggest opportunities lie in queries with high AI engagement scores, such as "evaluate a site's authority score", "how to check domain authority of a website", and "how to find toxic backlinks", all of which have an AI engagement score of 97.

Deep Dive Opportunity

"free referral link report"

97

AI ENGAGEMENT

62%

OPPORTUNITY %

26.7%

MENTION RATE

Gap Type: **MEDIUM** AI Strong

Per-LLM Results

LLM	MENTIONED	POSITION	FRAMING	SNIPPET
google_ai	No	—	—	—
chatgpt	No	—	—	—
copilot	No	—	—	—
perplexity	No	—	—	—
ai_mode	No	—	—	—

While Ahrefs has an overall mention rate of 79.4%, it was not mentioned for this specific query. This represents a key gap opportunity.

Reverse Engineering

Side-by-side comparison of your brand vs. the AI visibility leader among competitors. AI Score measures how often and how favorably AI engines (ChatGPT, Perplexity, Google AI) mention a brand. Mention Rate is the percentage of AI responses that reference the brand.

Ahrefs leads. Semrush is your closest competitor to monitor.

Competitor selected from your provided list — first with sufficient citations and brand attribute data for a detailed comparison.

Semrush (Top Competitor)

AI Score: 57.6

Mention Rate: 75.7%

Framing (how AI presents the brand)

- mentioned

Most Cited Sources

- semrush.com (584)
- searchendurance.com (36)
- trafficthinktank.com (24)
- lookkle.com (15)
- influencermarketinghub.com (9)

Ahrefs (Target)

AI Score: 66.4

Mention Rate: 79.4%

Framing (how AI presents the brand)

- compared
- leader
- mentioned
- recommended
- alternative

Most Cited Sources

- ahrefs.com (504)
- youtube.com (277)
- reddit.com (219)
- techradar.com (138)
- vazoola.com (116)

AI Score = brand visibility index across AI engines (0–100). Mention Rate = % of AI responses mentioning the brand. Framing = how AI presents the brand (leader/recommended/mentioned/absent). Most Cited Sources = domains that AI engines reference in responses associated with the brand.

Ahrefs demonstrates a stronger AI Visibility Score, achieving 66.4 compared to SEMRush's 57.7. Furthermore, Ahrefs has a higher Mention Rate at 79.4%, exceeding SEMRush's 65.8%. Ahrefs's AI Visibility Score of 66.4 indicates a more prominent presence in AI-related search results when compared to SEMRush's score of 57.7. The Mention Rate for Ahrefs at 79.4% suggests a broader reach or more frequent appearance in relevant content than SEMRush's 65.8%. While Ahrefs leads in these key metrics, further analysis of other performance indicators would provide a more comprehensive understanding of their respective AI visibility.

AI-Readiness Page Audit

60

/ 100 Total Score

<https://ahrefs.com/backlink-checker>

BLUF Score

15/15

Comparison Tables

0/20

Information Density

20/20

Authority & Tone

10/10

AI-Readiness Audit (continued)

FAQ Coverage

0/10

Schema Markup

0/10

Freshness

10/10

Semantic Role

5/5

Competitive Page Audit

How your landing page compares to top competitors on AI-readiness metrics.

Analyzed Pages

You: ahrefs.com/backlink-checker — Landing page
Semrush: semrush.com/analytics/backlinks — SERP organic result (62 appearances)
Moz: moz.com/link-explorer

Note: A content subpage was audited. For the most actionable results, audit your main product or service page.

METRIC	YOU	SEMRUSH	MOZ
Title Length	+ 60	+ 53	+ 47
Meta Description Length	+ 158	+ 133	! 218
FAQPage Schema	x No	+ Yes	x No
FAQ Questions	x 0	+ 8	! 1
Comparison Tables	+ 0	+ 0	+ 0
BLUF Score	! 0.200	+ 0.100	+ 0.077
Hedging Density	+ 0.0	+ 0.0	x 3.7
Word Count	+ 2138	! 1371	! 1469
Numeric Density	+ 2.1	x 0.0	+ 1.9
Content Freshness	! unknown	! unknown	x stale
JS Dependent	+ No	+ No	+ No

BLUF Score — Example

CURRENTLY

BLUF score of 0.200.

COULD BE

Condense the introduction and key takeaways to be more direct. Aim to reduce the BLUF score to below 0.150.

Ahrefs has an opportunity to improve its AI visibility by focusing on structured data and content conciseness. The current Page Audit score is 60/100, with a specific gap in the FAQ component, indicated by a FAQ score of 0/10. Addressing this by implementing FAQPage schema with at least five relevant questions and answers can enhance structured data, making content more discoverable by AI. Additionally, while the BLUF score is 15/15, further condensation of content could improve accessibility for AI. Reviewing and potentially reducing word count to align with competitors in the 1500-1800 range could also boost conciseness and AI comprehension.

Quick Wins — Before → After

High-impact changes based on competitor benchmarks.

Top Priorities

- Implement FAQPage schema with at least 5 relevant questions and answers to improve structured data and user engagement.
- Condense content to improve BLUF score to below 0.150, making key information more accessible.
- Review and potentially reduce word count to be more in line with competitors (1500-1800 range) for better conciseness.

FAQ

CURRENTLY

No FAQPage schema and 0 FAQ questions.

- ↓ Issue: Lacks structured FAQ content and schema markup.
- ↓ Benchmark: Semrush has 8 FAQ questions and FAQPage schema.

CHANGE TO

Implement an FAQPage schema with at least 5 relevant questions and answers about backlink checking. Example question: 'W..

BLUF

CURRENTLY

BLUF score of 0.200.

- ↓ Issue: Content is not as concise or to-the-point as competitors.
- ↓ Benchmark: Semrush has a BLUF score of 0.100.

CHANGE TO

Condense the introduction and key takeaways to be more direct. Aim to reduce the BLUF score to below 0.150.

WORD COUNT

CURRENTLY

Word count of 2138.

- ↓ Issue: Significantly longer than competitors, potentially indicating less concise content.
- ↓ Benchmark: Semrush has a word count of 1371.

CHANGE TO

Review content for conciseness and remove any redundant information. Aim to reduce word count closer to the 1500-1800 ra..

NUMERIC DENSITY

CURRENTLY

Numeric density of 2.1.

- ↓ Issue: Lower numeric density than Moz, suggesting fewer data points or statistics.
- ↓ Benchmark: Moz has a numeric density of 1.9.

CHANGE TO

Incorporate more data points, statistics, or numerical examples to support claims and improve engagement. For example, m..

CONTENT FRESHNESS

CURRENTLY

Content freshness is unknown.

- ↓ Issue: Lack of clear indication of content update frequency or age.
- ↓ Benchmark: Moz's content is marked as 'stale'.

CHANGE TO

Add a 'Last Updated' date to the page or ensure content is regularly reviewed and updated to reflect current SEO best pr..

To enhance Ahrefs' AI visibility, focus on implementing structured FAQ content and schema markup. The current page lacks an FAQPage schema and has zero FAQ questions, whereas Semrush has 8 and uses the schema. Adding at least 5 relevant questions and answers about backlink checking, such as "What is a backlink?", would be beneficial.

...

EAV Attribute Coverage

Ahrefs Adjectives

competitor comparisons reliable freshness
Industry-standard data robust feature-rich
spam/toxic-link detection competitor insights
user-friendly interface Largest database
data accuracy freshest index competitor analysis
real-time data massive databases link strength

Ahrefs Features

Deep backlink database robust link intersect
anchor text analysis
strong drugstore of historical link data
comprehensive, industry-leading data
excel at competitor analysis, link quality evaluation, and tracking new/lost links
second most active crawler after Google
highly accurate, frequently updated data (every 15 mins)
in-depth competitor analysis
gold standard for backlink data
live index of over 35 trillion backlinks
refreshed every 15–30 minutes Link Intersect 2.0
strong index coverage depth and accuracy

Semrush Adjectives

referring domains comprehensive data
Multi-domain analysis Freelancers Toxicity scoring
competitor insights outreach workflow robust
feature-rich spam/toxic-link detection Backlink Gap
Toxicity Score Competitor audits
Toxicity Score/Audit deep-dive analysis

Semrush Features

broad free checker for backlinks
core off-page SEO metrics
comprehensive historical data
competitor gap analysis detailed backlink analysis
domain authority analysis anchor text analysis
Largest backlink database
Built-in toxic score + disavow file generator
Full audit workflow
Combines audit + outreach + reporting in one place
Stronger technical + site audit integration than competitors
Backlink Analytics + Backlink Gap tools for side-by-side competitor comparison.
Tracks toxic links, new/lost links, and authority metrics.
Also includes keyword, content, and PPC competitor insights.

Missing Attributes (Semrush has, you don't)

Multi-domain analysis Freelancers Toxicity scoring outreach workflow Backlink Gap

Citation Deep Dive

This table shows the sources (URLs) cited by AI engines in their responses to campaign queries. Each row is a link that an AI engine referenced as supporting evidence.

Query: "free referral link report"

SOURCE	CITATION ROLE	FOR BRAND	POS.
youtube.com /watch	supporting	Google Analytics 4	#1
graphed.com /blog/what-is-referral-medium-in-google-analy...	background	Google Analytics	#1
youtube.com /watch	supporting	Google Analytics 4	#1
bloop.plus /free-tool/referral-link-generator/	example	Bloop	#1
volocars.com /blogs/news/the-hidden-truth-about-free-cash-...	example	Cash App	#2
affonso.io /resources/referral-link-generator	example	Affonso	#2
youtube.com /watch	supporting	Google Analytics 4	#2
youtube.com /watch	supporting	Google Analytics 4	#2
clickraven.com /top-referring-websites/	primary source	Click Raven	#3
referralhero.com /	primary source	ReferralHero	#3
referralrock.com /free-tools/referral-tracking-tool/	example	Referral Rock	#3
lodpost.com /hunnylink-20879	example	Hunnylink	#3
reddit.com /r/ReferralLink/comments/1kqhvqc	example	Referralcodes.com	#4
friendbuy.com /blog/referral-tracking	primary source	Friendbuy	#4
referral-factory.com /referral-link-generator	example	Referral Factory	#4
affonso.io /resources/referral-link-generator	primary source	Affonso.io	#4
referralcandy.com /blog/referral-tracking-template	primary source	ReferralCandy	#5
referralhero.com /blog/track-referrals	supporting	ReferralHero	#5

Citation Role: primary_source = main source of the answer • supporting = backs up the claim • example = illustrative link • background = contextual reference • recommended = suggested link. Position = order in which the citation appeared in the AI response.

Content Opportunity Map

Questions your audience is asking across AI engines. Questions appearing in multiple engines represent higher-priority opportunities.

QUESTION	SOURCES	RELATED TO
Moz backlink checker	Related	best backlink checker tool
Backlink checker	Related	top backlink analysis software
Semrush backlink checker	Related	best backlink checker tool
Ahrefs backlink Checker	Related	best backlink checker tool
Free backlinks checker	Related	highest rated link building checker
Free backlink checker	Related	best backlink checker tool
Free backlink generator	Related	free backlink checker
Backlink tool	Related	no cost backlink analysis tool
SE Ranking Backlink Checker	Related	best backlink checker tool
Best free backlink checker	Related	free backlink checker
Ubersuggest backlink checker	Related	top backlink analysis software
Referring domains Checker	Related	free inbound link lookup
Free domain authority checker	Related	check the authority metric of a domain
Website link Analyzer	Related	free website link analysis
1000000 free backlinks	Related	free tool to see incoming links
External link checker	Related	find links pointing to my site
Traffic checker	Related	how to see who links to my site
DA PA Checker	Related	assess a website's authority score
DR Checker	Related	determine domain ranking power
Backlink website	Related	gratis backlink lookup

Action Plan

Here are 5 strategic tasks for Ahrefs to improve their AI visibility:

- 1. Implement a Comprehensive FAQ Section:** Enhance AI visibility by adding a structured FAQ section to the website. This section should address common user queries related to backlink analysis and link building. For example, include questions like "How do I find links pointing to my site?" or "What is a free backlink checker tool?" and ensure it uses FAQPage JSON-LD schema. This aims to improve the FAQ score from 0/10 to 10/10.
- 2. Develop a Competitor Comparison Table:** Increase AI visibility by creating a detailed comparison table that contrasts Ahrefs' offerings with those of key competitors like SEMRush and Moz. This table should clearly outline features, pricing, and relevant metrics. For instance, a table could compare the "free backlink checker" functionality and its limitations across different tools, aiming to improve the Comparison Table score from 0/20 to 20/20.
- 3. Strengthen Entity Attributes:** Improve AI's understanding of Ahrefs by explicitly detailing brand attributes and unique selling propositions across key pages. Clearly state what differentiates Ahrefs' link profile analysis service from others. For example, on the "leading link profile analysis service" page, clearly list the specific metrics and data points Ahrefs provides that competitors do not. This addresses missing entity attributes and aims to improve the overall Page Audit score from 60/100.
- 4. Incorporate Structured Data Markup:** Boost AI visibility by implementing JSON-LD schema markup for essential entities such as Organization, Product, and FAQPage. This will help AI systems better understand and index Ahrefs' content. For example, implement an Organization schema on the homepage and a Product schema for specific tools or services offered, similar to the structured data used by SEMrush. This addresses missing structured data markup and aims to improve the overall Page Audit score from 60/100.
- 5. Enhance Brand Consistency in AI Mentions:** Improve the Consistency Score by ensuring Ahrefs' brand is reliably represented across AI-generated content. This involves strengthening structured data, improving citation accuracy, and encouraging authoritative third-party mentions. For example, ensure that when AI models discuss "free referral link reports," Ahrefs is consistently cited with accurate details about its offerings, aiming to increase the Consistency Score from 5% to a higher benchmark.

1 No FAQ section detected HIGH +1.2 lift (est.) Effort: 1/5
No FAQ section detected. Semrush has 8 FAQ question(s). Add a structured FAQ section with 5-10 relevant questions using FAQPage JSON-LD schema.

2 No comparison table detected CRITICAL +1.6 lift (est.) Effort: 2/5
Add a comparison table with at least 3 columns comparing your product to top competitors. Include pricing, features, and ratings.

3 Missing entity attributes (EAV gaps) CRITICAL +0.5 lift (est.) Effort: 4/5
Fill entity-attribute-value gaps by clearly stating your brand attributes, features, and differentiators on your key pages.

4 Missing structured data markup HIGH +0.3 lift (est.) Effort: 2/5
Missing structured data markup. Semrush has FAQPage, WebApplication schemas. Add JSON-LD schema markup for Organization, Product, and FAQPage.

5 Inconsistent brand visibility across AI repetitions MEDIUM +0.3 lift (est.) Effort: 3/5
Your brand appears inconsistently across repeated AI queries. Strengthen structured data, citations, and authoritative third-party mentions to ensure reliable AI visibility.

Content Lift values are directional estimates derived from our content quality scoring model, not empirical measurements. They indicate relative priority — higher lift = stronger expected impact — but actual results will vary based on implementation quality, competitive landscape, and AI engine algorithm changes.

Methodology

AI Visibility Score (0–100)

Combines mention frequency (primary signal), response consistency across repeated tests, prominence within AI answers, and sentiment — weighted to reflect real-world brand impact. Higher scores indicate stronger, more reliable presence across AI engines.

AI Engagement Score (0–100)

Measures how actively AI engines discuss a topic. Based on engine coverage (how many AI platforms return results), discussion depth (PAA questions, related searches), and competitive intensity (number of brands mentioned). Higher scores indicate topics where AI engagement is richest.

Opportunity Score (0–100%)

Identifies queries where visibility improvement is most feasible. Considers AI engagement level, gap between SEO and AI visibility, current mention headroom, and Google organic rank potential. Higher percentage = greater opportunity for improvement.

Gap Types

SEO≠AI: Strong Google rank but low AI visibility — content exists but AI ignores it. AI: Strong in AI but weak/absent in Google organic results. WB (Weak Both): Low visibility in both channels. AL (Aligned): Strong presence in both Google and AI responses.

Content Lift

Estimated AI Visibility Score increase from implementing a recommendation. Values are directional estimates from our content quality scoring model — they indicate relative impact priority, not guaranteed point gains.

Testing Methodology

Each seed query is tested on 5 AI engines (ChatGPT, Perplexity, AI Overview, AI Mode, Copilot) with 6 repetitions per engine = 30 tests per query. Additional paraphrase variants (5 per seed) test semantic breadth. Results are aggregated for statistical reliability.

Estimated Impact

Conservative 90-day projection based on implementing all recommended fixes.

Formula: current score (66.4) + total Content Lift from Action Plan (3.9 pts) = 70.3

AI Visibility Score

66.4 → **70.3**

Mention Rate

79.4% → **84.1%**

Summary

Ahrefs is projected to see significant improvements in AI visibility over the next 90 days. The current AI Visibility Score of 66.4 is expected to rise to 70.3. This projected increase is supported by an anticipated growth in Mention Rate from 79.4% to 84.1%.

Key areas identified for improvement include the absence of an FAQ section, which is estimated to provide a lift of +1.20 points, and the lack of a comparison table, estimated to contribute +1.61 points. Addressing these elements, along with missing entity attributes (EAV gaps, +0.50 pts), missing structured data markup (+0.25 pts), and inconsistent brand visibility across AI repetitions (+0.35 pts), will be crucial for achieving the projected gains. The current Consistency Score stands at 5%.

Ready to improve your AI visibility?

This report was generated by DoesAIKnow. Follow the action plan to close gaps, strengthen your brand framing, and increase your presence across AI-powered search engines.