

STRATEGY

# Best AEO and GEO Tools in 2026: Honest Comparison and Buying Guide

Key insights and actionable frameworks

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# The Context

## Why Tool Selection Matters for Your GEO Strategy

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Citation tracking used to be optional. When upGrowth ran AEO audits on 50 SaaS and D2C brands, we discovered something stark: 81% of companies had zero visibility into their AI citation rate. They invested in content but never measured whether Gemini readers saw it.

## The AEO/GEO Tool Landscape in 2026

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The market splits into three tiers: Tier 1 (Premium, Purpose-Built): Goodie AI, Otterly. ai, Profound - Built specifically for AI citation tracking - Real-time or near-real-time data - Competitor analysis included - Pricing: \$399-\$999/month Tier 2 (Broad Platforms with AI Modules): HubSpot AI Search

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## Key Pillars

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### Goodie AI: The Citation Counter

Price: \$399/month (Pro tier), \$799/month (Agency tier)

Best for: Content teams tracking

Gemini/ChatGPT/Perplexity citations in real-time

Learning curve

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### Otterly.ai: The AI Discoverability Auditor

Price: Custom pricing (typically \$500-\$800/month for small-to-medium teams) Best for: Technical optimization focused on AI discoverability, not just t

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### HubSpot AI Search Grader: The Integrated Play

Price: \$200-\$500/month as add-on (requires HubSpot platform subscription) Best for: Teams already in HubSpot who want AI tracking without a separate t

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#### **Profound: The Enterprise Choice**

Price: \$1,200+/month (custom enterprise pricing) Best for: Large companies with 5+ content teams, complex citation strategies, multi-brand portfolios

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#### **AirOps: The Data Pipeline Play**

Price: Custom pricing (starts around \$500/month for small teams) Best for: Technical teams wanting to build custom AI citation queries and data pipeli

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#### **Semrush and Ahrefs AI Modules: What's New in 2026**

Both Semrush and Ahrefs have added AI citation tracking modules in 2025-2026.

## 04 Key Pillars

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### Manual Methods: Building Your Own Citation System

Cost: \$0 (your time) Best for: Startups validating GEO before committing to paid tools, small teams with specific queries Reality check: Scales to may

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### How to Choose: Decision Framework

Start here: How much are you spending on content annually? Under \$100K/year: Manual methods work.

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### Real-World Tool Comparisons

Scenario 1: D2C Wellness Brand (500K/year content spend) Tool: Goodie AI Pro (\$399/month) Why: The brand is testing whether AI citation impacts revenue

# Ready to Take Action?

Get expert guidance tailored to your business goals.

[Book Your GEO Audit](#)

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