

In today's evolving SEO landscape, traditional ranking position tracking is no longer sufficient. The rise of AI-powered search engines and generative engine optimization (GEO) requires marketers to refine their approach—focusing not only on keywords but also on the depth of citation attribution, competitive benchmarking, and share of voice across multiple AI engines and traditional search.

This comprehensive guide covers how to leverage **top cited pages** and **competitor domains** for a powerful **content gap analysis**, while comparing popular tools like Semrush, Otterly.AI, and Peec AI. You'll understand why AI citation tracking matters, how to benchmark competitors effectively, and what to look for in citation data to get a true edge.



What is Competitor Gap Analysis Using Top Cited Pages and Domains?

Competitor gap analysis traditionally involves identifying keywords or topics your competitor ranks for but you don't—or vice versa. However, modern SEO must expand from pure keyword or rank tracking to how your content is *cited and referenced* across the web and specifically through AI-powered engines.

Top cited pages refer to those pages most frequently referenced or linked to by authoritative sources or AI-generated content overviews. **Competitor domains** are the overall web properties or sites contributing this content. Together, analyzing these metrics for your industry or niche reveals:

- What content assets competitors leverage most effectively.
- Which topics or questions they dominate through citation and mention.
- Gaps where your content is underrepresented or missing in those top cited domains.

This form of competitive intelligence helps prioritize content development, outreach, and optimization strategies tuned to AI's growing role in information discovery.

Why AI Citation Tracking Beats Traditional SEO Rank Tracking

Traditional rank tracking tools focus on position metrics for keywords in Google SERPs. This approach misses how AI agents like ChatGPT, Perplexity, and Google AI Overviews surface content based on cited evidence rather than simple keyword matching.

Aspect Traditional SEO Rank Tracking AI Citation Tracking Focus Keyword positions Content citations, linked URLs
Data Source Search engine results pages (SERPs) AI proprietary data, citation graphs, and knowledge bases
Insights Ranking performance Evidence-backed content authority and topical coverage Use Case Ranking
monitoring Content strategy, citation gap identification, and AI optimization

Note: AI citation tracking requires tools with deep integration into AI engines' citation mechanisms. Most traditional rank trackers lack this capability alone and either need dedicated AI toolkits or third-party add-ons.

Key Tools for Competitor Gap Analysis Using Citation Data

Several SEO platforms now incorporate AI visibility or GEO features that include citation tracking and competitor benchmarking on a large scale. Let's look at three notable options and what they offer.

Semrush

- AI Visibility Toolkit available from Pro+ tier at \$248.17/month (billed annually)
- SEO plan starts from \$117.33/month (billed annually); base price reference \$99/month
- Expanded AI Visibility + SEO bundles from \$199/month
- 28B+ keyword database, 142 geographic databases, and 808M domain profiles
- Benchmark up to 9 named competitors simultaneously
- Strong traditional SEO backbone + AI-powered citation data and share of voice across Google AI, ChatGPT, and Perplexity

Note: The AI citation and visibility tracking features in Semrush are not standalone—they require at least the Pro+ plan plus the AI Visibility Toolkit add-on to access full insights.

Otterly.AI

Specializes in AI-driven citation tracking focusing on the generative Q&A domain. Last month, I was working with [Find more information](#) a client who learned this lesson the hard way.. Otterly.AI excels at analyzing citations across ChatGPT and autocomplete responses, identifying gaps in content support and authoritativeness.

- Known for detailed linked URL extraction instead of mere mention counts
- Best for brands focused heavily on conversational AI optimization and ZMOT (Zero Moment of Truth) research

Peec AI

Offers a niche GEO platform with deep integration into Perplexity and other generative engines focused on multi-format citation and snippet analysis.

- Effective for benchmarking competitor domains by share of voice in AI-generated overviews
- Pricing and plans less transparent—requires contact for enterprise arrangement
- Ideal for enterprises seeking enterprise-class AI citation depth combined with traditional backlink intelligence

Understanding Citation Attribution Depth: Mentions vs Linked URLs

A frequent SEO oversight happens when tools report citations or mentions without showing *where* exactly—and whether those mentions are linked URLs or just unlinked brand or content references.

Why this matters:

- **Linked URLs** provide direct evidence of source authority and SEO benefit—valuable for both AI overviews and backlink equity.
- **Unlinked mentions** indicate topical relevance but carry less tangible SEO or citation weight.

Some tools only count “citations” by mere keyword or entity mentions with no link. Effective competitor gap analysis requires parsing out these nuances to fully understand your content coverage vis-à-vis competitors.

Competitor Benchmarking & Share of Voice: Why They Matter

Benchmarking up to 9 named competitors—as Semrush offers—enables you to see your relative position for citation frequency, domain authority, and keyword presence.

Share of voice (SoV) quantifies what percentage of total mentions or citations your brand or content claims versus competitors across geographic and vertical databases. Share of voice measured across AI engines and traditional search offers a more holistic picture of brand presence.

For example, using Semrush’s 142 geographic databases and 28B+ keyword universe, you can pinpoint dominant competitor domains that consistently show up in AI citation graphs and adjust your content strategy accordingly.

Implementing a Competitor Gap Analysis Workflow

1. **Identify Competitors:** Use tools like Semrush to select up to 9 direct competitors by domain and niche relevance.
2. **Extract Top Cited Pages:** Leverage AI visibility toolkits to scan those competitor domains for pages most referenced in AI-generated overviews and external citations.
3. **Analyze Citation Types:** Distinguish between linked URL citations and unlinked mentions using Otterly.AI or Peec AI to gauge true citation authority.
4. **Calculate Share of Voice:** Using Semrush’s benchmarking dashboards, compare your share of voice versus competitors across selected geographies and verticals.
5. **Map Content Gaps:** Cross-reference your existing content with competitor top cited URLs/topics to find gaps in coverage or poorly cited pages.
6. **Create Content Strategy:** Prioritize content creation and refinement focusing on underrepresented topics or citation weak spots; optimize for both search rank and AI citation relevance.

How Generative Engine Optimization (GEO) Amplifies This Analysis

GEO involves optimizing content explicitly for generative AI engines and their unique ranking and summarization algorithms. Rather than targeting keywords alone, GEO emphasizes observational content authority by increasing high-quality citations and thorough linked references.

Using GEO tools and data—such as AI Visibility toolkits in Semrush or Otterly.AI’s citation tracking—allows you to anticipate and optimize for the snippet/overview content seen by ChatGPT, Perplexity, and Google AI Overview.

What Does "Refresh Cadence" Mean in This Context?

Since AI engine citation data evolves rapidly with new content and algorithm updates, understanding a tool’s *refresh cadence*—how frequently citation databases and ranking signals update—is crucial to maintain accuracy. For example:

- Semrush updates Share of Voice and citation data monthly for some databases, weekly for others.
- Otterly.AI focuses on near real-time extraction aligned with AI engine updates.
- Peec AI's update frequency varies by subscription level and engine coverage.

When evaluating tool efficacy, ask explicitly about actual refresh cadence for citation tracking to avoid stale data.

Pricing Overview of Key Tools (for context)

Tool Starting Price Notes Semrush \$99/mo base; SEO plan at \$117.33/mo billed annually; AI Visibility Toolkit from Pro+ at \$248.17/mo billed annually; AI Visibility + SEO bundles from \$199/mo AI features require base plan + add-ons (not standalone) Otterly.AI Varies (contact for plans) Specialized in AI citation tracking with linked URL focus Peec AI Custom pricing (enterprise focus) Geo and AI citation depth with Perplexity integration

Wrapping Up: Best Practices for Using Top Cited Pages and Competitor Domains for Gap Analysis

- **Use integrated platforms:** Tools like Semrush provide combined SEO + AI citation insights but confirm add-ons needed for citation depth.
- **Demand citation transparency:** Prioritize tools showing linked URLs, not just mentions, to verify content authority.
- **Benchmark broadly:** Analyze up to 9 competitors and multiple geographic databases to avoid tunnel vision.
- **Incorporate GEO principles:** Optimize content not just for ranks but for AI engine citation-based discovery.
- **Stay aware of refresh cadence:** Ensure your citation data is fresh, given AI engine rapid evolution.

Ever notice how by focusing on these elements, seo and marketing professionals can elevate their content strategies, find genuine content gaps backed by citation data, and capture share of voice in both traditional search and ai-powered discovery mechanisms.



Ready to start your competitor gap analysis with top cited pages? Begin with a tool stack that supports deep citation insights like Semrush AI Visibility Toolkit combined with Otterly.AI for linked citation verification. This approach helps avoid common pitfalls and ensures your content truly competes in the AI-driven SEO frontier.