

As AI-driven search engines like **ChatGPT** and **Gemini** reshape digital marketing, forward-thinking SEO professionals and marketers ask a critical question: *Which tools can track AI visibility effectively—and at the best price?* Traditional SEO rank tracking platforms are evolving, but not all are equal when it comes to **ChatGPT tracking** and **Gemini tracking**. In this post, we break down the cost and capability differences among popular names such as **Semrush**, **Writesonic**, and **Moz**.

Why AI Visibility Toolkit and AI Visibility Score Matter More Than Traditional Rank Tracking

Historically, SEO teams relied heavily on traditional rank trackers to monitor Google positions for their keywords. However, the rapid adoption of AI engines like ChatGPT and Google's Gemini means traditional rank data is no longer enough. AI visibility measures presence and performance across these conversational platforms, which impact discovery in fundamentally different ways than classic search.

This is where tools offering the **AI Visibility Toolkit** and **AI Visibility Score** come into play. Instead of purely tracking keyword ranking positions in search result pages, they analyze AI-driven platforms' visibility — revealing content presence in answers, recommendations, and other AI-generated outputs.

- **AI Visibility Toolkit:** Typically includes prompt tracking, AI engine coverage, sentiment of AI snippets, and recommended optimizations.
- **AI Visibility Score:** A composite metric indicating how well your content or brand performs across AI-generated search results.

Traditional SEO Tracking vs AI Visibility

Feature	Traditional SEO Rank Tracking	AI Visibility Toolkit & Score
Search Engines Covered	Primarily Google, Bing, Yahoo	ChatGPT, Gemini, Bard, Bing AI (2 to 10+ engines depending on tool)
Result Format	Listings, rankings on SERPs	AI-generated answers, snippets, prompt tracking
Tracking Focus	Keyword rank positions	Prompt performance, AI snippet presence, brand mentions

How AI Platform Coverage Differs: From 2 to 10 Engines

Not all tools cover the full spectrum of AI search platforms equally. While some track only the big players like ChatGPT and Gemini, others extend their reach to multiple engines, including Google Bard, Bing AI, Anthropic's Claude, and niche AI assistants.

- **Semrush:** Their *AI Visibility Toolkit* includes integrations with ChatGPT and Gemini, alongside Google Bard and Bing AI. Coverage generally spans about 5-7 AI engines, making it one of the broader options.
- **Writesonic:** Primarily built around generative AI content tools, Writesonic has recently added prompt performance tracking for ChatGPT and Gemini. However, their AI tracking is concentrated on these two engines, sometimes complemented by proprietary metrics.
- **Moz:** Traditionally rooted in classic SEO tools, Moz offers limited AI platform tracking—specifically ChatGPT and Gemini—but currently covers just 2 engines in their AI visibility features. Their strength lies more in actionable SEO insights at an entry-level budget.

Pricing Models Compared: Add-Ons, Tiered Access, Prompts, Checks, and Enterprise Plans

Pricing is always a top consideration when investing in AI tracking tools, especially when budgets are tight and needs are focused. Let's compare how Semrush, Writesonic, and Moz structure their AI visibility pricing plans.

Tool	Basic Plan Cost	AI Visibility Pricing Model	Prompt Tracking & Sets	Additional Notes
Semrush	\$129.95/month (Pro plan)	AI Visibility is an add-on starting at \$45/month or included in higher tiers (Guru/Business)	Advanced prompt tracking & prompt set building included in add-on	Best for agencies or enterprises needing multi-engine visibility
Writesonic	Starts at \$19/month	Tiered, based on number of prompts/checks	AI tracking bundled into content plans	Prompt tracking included, but limited prompt set depth on lower tiers
Moz	\$49/month (Standard plan)	AI Visibility features included within existing tiers, no separate add-on	Basic prompt tracking; prompt sets limited but expanding	Best for smaller SMBs or budget-conscious teams focusing on ChatGPT & Gemini only

Deep Dive: Moz's \$49 Entry Point for AI Tracking

Moz's \$49/month standard plan is an excellent choice for marketers with a laser focus on **ChatGPT tracking** and **Gemini tracking**. Unlike other platforms, Moz integrates AI visibility features directly into their existing SEO suite, avoiding confusing add-ons or complex tiering just for AI capabilities.

The prompt tracking tools within Moz allow basic prompt set building, tracking how your brand or content shows in ChatGPT and Gemini responses — a crucial function as these are the fastest growing AI engines influencing search behavior.

Prompt Tracking and Prompt Set Building: The New SEO Frontier

Prompt tracking refers to monitoring specific AI prompts or queries to see how your content performs in AI-generated answers. This is a fundamental shift from keywords to "prompts," addressing how users engage conversational AI.

Some key considerations:

- **Scope:** Does the tool support multiple prompt types (informational, transactional, navigational), or is it limited?
- **Prompt Sets:** Can you group multiple prompts into sets for easier management and reporting?
- **Frequency & Refresh Rates:** How often does the tool update prompt visibility data?
- **Insights:** Are you given actionable recommendations to optimize prompt performance?

Semrush leads in comprehensive prompt set building with granular control and AI insight recommendations — ideal for enterprises. **Writesonic** offers solid prompt tracking focusing on content generation synergy, while **Moz** provides accessible prompt tracking with an emphasis on ChatGPT and Gemini visibility.

So, Which Tool Is the Cheapest for ChatGPT and Gemini Tracking?

Taking all factors into account:

1. **Moz at \$49/month** provides the most affordable entry point while covering both ChatGPT and Gemini, though with limited platform breadth and prompt sophistication.
2. **Writesonic**

3. Semrush

If your goal is pure affordability while maintaining actionable ChatGPT and Gemini tracking, **Moz's \$49 plan** stands out as the clear winner. However, if your strategy demands multi-engine coverage or advanced prompt set capabilities, investing more in Semrush or Writesonic might be justified.



Final Thoughts: Align Your AI Visibility Investment With Your Goals

AI visibility is no longer a luxury—it's <https://businesscloud.co.uk/news/top-tools-for-tracking-brand-visibility-in-ai-search-2026-comparison/> essential as the search landscape evolves. However, not all AI tracking solutions are created equal, and pricing models vary widely.

- For teams focusing exclusively on ChatGPT and Gemini tracking on a budget, **Moz's \$49 tier** offers excellent value.
- For agencies or businesses requiring a comprehensive AI search footprint across 5–10 engines plus deep prompt management, consider **Semrush's AI Visibility Toolkit**.
- If your primary use cases blur content creation and AI visibility, **Writesonic** provides synergy at a beginner-friendly price with scalable prompt checks.

Ultimately, mastering prompt tracking and prompt set building will be the key to thriving in AI-powered search. Choose a tool that fits your budget and content strategy — and start optimizing for AI-first visibility now.

