

As large language models (LLMs) like **Claude** and **Gemini** redefine AI-driven search and answer generation, SEO and analytics professionals find themselves asking a critical question: *Can I track Claude and Gemini in the same visibility dashboard?* This question is neither trivial nor merely academic. The rise of AI-powered generative search necessitates fresh tactics for measuring **LLM visibility** — how your content and brand appear inside AI answers, citations, and broader ecosystems.

In this comprehensive post, we'll unpack the nuances of tracking Gemini visibility versus traditional SEO rankings, how citations and mentions inside AI responses work, the power of prompt-level tracking and clustering, and how share of voice and competitor benchmarking stack up in this brave new AI landscape. We'll also provide a practical angle on pricing using Peec AI (€89/mo) as a case-in-point for multi-LLM tracking tools.

Understanding the Challenge: Claude Tracking vs Gemini Tracking

The fundamentals of tracking Claude and Gemini are rooted in a similar principle — measuring LLM-driven search presence — but the mechanisms, data inputs, and KPIs vary substantially.



What is Gemini Visibility?

Gemini is Google DeepMind's new generation LLM powering Google's AI answers along with its wider search ecosystem. Tracking Gemini visibility is less about traditional keyword rankings on the first page and more about understanding how your branded content, product mentions, and domain authority contribute to AI-generated responses.

- **SEO Rankings:** Gemini visibility doesn't necessarily correlate with classical SEO rankings because AI models don't just pull from the top 10 results. They synthesize from a much larger knowledge base, including knowledge graphs, trusted citations, and semantic connections.
- **Citations and Mentions:** Tracking your brand or site mentions inside Gemini-powered answers is crucial to understanding true visibility.

How is Claude Visibility Different?

Claude from Anthropic is another powerful LLM with a different architecture and access model. Unlike Gemini integrated tightly into Google's ecosystem, Claude is often embedded inside third-party applications, chatbots, or specific AI services.

[gemini share of voice tool](#)

- **Usage in Niche Apps:** Claude may generate answers in domains or apps where Gemini isn't present, affecting visibility metrics.
- **Tracking Challenges:** Unlike Google's public APIs and data streams, Claude's answer datasets can be more fragmented requiring alternative tracking methods.

Why Combining Claude and Gemini Tracking is Complicated

Due to differences in data availability, architecture, and output formats, merging Claude and Gemini tracking into one dashboard requires platforms that can ingest diverse data sources, cluster AI prompts accurately, and normalize metrics into comparable visibility scores.

This means traditional SEO tools alone won't cut it — you need a multifunctional AI search measurement tool built to align outputs from multiple LLMs with clarity on data provenance, modeling assumptions, and metric calculations.

Tracking Citations and Mentions Inside AI Answers

One of the biggest blind spots in AI search measurement is how authorship and citation appear in AI-generated answers. Unlike traditional links in organic SERPs, AI answers often embed citations or mention sources inline or as footnotes — or in some cases, omit them entirely.

Understanding **where and how your brand or content is cited or mentioned by Claude or Gemini** is central to measuring true LLM visibility.

Types of Citations and Mentions

- **Direct URL Mentions:** The answer explicitly references your URL or brand name.
- **Implicit Mentions:** Concepts or content ideas aligned with your content but without direct linking.
- **Aggregated Responses:** AI synthesizes multiple sources, making it challenging to isolate your mention.

The Role of Prompt-Level Tracking and Clustering

To track these citations effectively, it's not enough to watch overall brand presence. You need visibility into how specific prompts trigger answers featuring your citations.

- **Prompt-Level Tracking:** Measuring which exact user prompts generate AI answers mentioning you.
- **Clustering:** Grouping similar prompts and answers to identify thematic visibility patterns and content gaps.

This approach enables seeing trends over time — are your product names appearing more frequently? Are competitor prompts edging you out? This granularity is key when measuring Claude and Gemini visibility simultaneously.

Share of Voice and Competitor Benchmarking in an LLM World

Share of voice (SoV) has long been a crucial metric in SEO and digital marketing. However, SoV inside LLM-generated answers behaves differently than in classic ranking or paid ad ecosystems.

How to Approach SoV Measurement for Claude and Gemini

- **Weighted Mentions:** Count how frequently your brand or trademarks appear within AI answers compared to competitors.
- **Answer Authority:** Consider the source credibility that Gemini or Claude relies upon for citing content. Mentions based on authoritative sites carry more weight.
- **Prompt Segmentation:** Analyze SoV by prompt intent categories, e.g., transactional vs informational queries.

Competitor Benchmarking Considerations

Benchmarking against competitors on Claude and Gemini visibility involves understanding their presence inside AI answers, comparing citation quality, and analyzing their prompt coverage.

Again, this demands tools capable of ingesting multiple LLM outputs, normalizing visibility metrics, and providing clear insights into which competitors are winning AI visibility battles — beyond classical rankings.

Pricing Example: Tracking Claude and Gemini Visibility with Peec AI

One of the platforms emerging in this space is Peec AI. Peec AI offers a pricing model starting from €89/mo and is designed to track multiple LLMs, including Claude and Gemini.

Plan Starting Price Features Basic €89/mo

- Claude and Gemini visibility tracking
- Prompt-level tracking and clustering
- Citation and mention monitoring inside AI answers
- Competitor share of voice benchmarking
- Dashboard with multi-LLM integration

Note: As with all AI visibility tools, watch for hidden add-ons such as additional prompt queries, geographic expansions, competitor slots, or higher update frequencies. Confirm whether metrics are modeled or based on captured answer data to avoid vague "visibility scores" that lack transparency.

Summary: Best Practices for Combined Claude and Gemini Visibility Tracking

In the evolving ecosystem of AI search measurement, tracking Claude and Gemini in a single dashboard is feasible but requires a specialized approach addressing:

1. **Data Source Diversity:** Ingest both Google ecosystem Gemini data and third-party Claude deployments.
2. **Citation Transparency:** Monitor direct URL mentions and implicit brand presence inside AI answers.
3. **Prompt-Level Analytics:** Cluster queries and track visibility trends at the prompt intent level.
4. **Share of Voice Insights:** Benchmark your LLM visibility against competitors using weighted mentions and source authority.
5. **Pricing Scrutiny:** Select platforms like Peec AI with clear pricing tiers starting at €89/mo, understanding potential hidden fees and metric foundations.

By applying these principles, SEO and analytics teams can avoid vague "AI magic" hype and build robust, actionable dashboards that genuinely reflect your content's presence in the AI search era.

Final Thoughts

LLM visibility tracking is a new frontier demanding sophistication beyond traditional SEO toolkits. Tools that claim "live" or "real-time" tracking often simply refresh frequently, so insist on transparency about update cadence and data freshness.



Combining Claude and Gemini tracking in one dashboard is not just a nice-to-have, but increasingly vital to maintain strategic insight as AI search answers reshape user discovery. The best tools balance comprehensive coverage, prompt-level granularity, and clear, explainable metrics — all while avoiding hidden add-ons cloaked inside demos or licenses.

Keep pushing your search measurement capabilities forward by demanding clarity, data provenance, and multi-LLM integration. That's how you win in a post-Google AI Overview world.