

In today's rapidly evolving digital landscape, enterprise SEO professionals face an entirely new frontier: tracking AI search visibility. As generative AI tools like ChatGPT, Gemini, and Google AI's Overviews become embedded into search experiences, traditional KPIs must evolve to capture this emerging behavior. Looker, with its robust data modeling and dashboarding capabilities, can empower teams to monitor these new metrics — but first, you need the right data and integration strategies.

Why AI Search Visibility Is the Next Enterprise KPI

We've tracked rankings, organic traffic, CTRs, and backlinks for years, but with AI chat and assistant-driven search responses, visibility isn't just about a page or a snippet. It's about how often your brand's content is surfaced inside AI-generated answers, prompt completions, or multi-model responses. From prompt-level tracking to citation intelligence, AI visibility requires nuanced data that reflects the complex ways users now consume search information.

- **Prompt-Level Tracking:** Monitoring performance by individual prompts and queries allows teams to optimize conversational content and prompt engineering strategically.
- **Multi-LLM Coverage:** Since no single Language Learning Model (LLM) dominates all AI search scenarios, tracking across ChatGPT, Gemini, Perplexity, Claude, Google AI Overviews/Mode, and even Copilot is necessary.
- **Citation/Source Attribution:** AI answers rely on aggregated sources, so visibility metrics must incorporate reliable source tracking and attribution intelligence to verify content origins.

Looker Integration: Building Your AI Visibility Data Infrastructure

Looker shines in unifying disparate data sources into structured models, offering dynamic, customizable dashboards. But to make it work for AI visibility, you need appropriate data inputs feeding through APIs or ETL pipelines. Here's what to consider:

1. Visibility Metrics Schema for AI Search

Traditional SEO metrics schemas won't cut it. Your schema must include dimensions and measures like:



- **Prompt ID and Text:** Uniquely identify each prompt/query triggering AI responses.
- **LLM Source:** Which AI model generated the response (ChatGPT, Gemini, Perplexity, etc.).
- **Impressions & Engagement:** How often the prompt-driven AI response appeared and user interactions.
- **Content Attribution:** URLs and sources cited within AI answers, with quality/scoring metrics.
- **Timeframe Breakdown:** Daily/weekly/monthly visibility trends by model and prompt.

Creating this schema upfront ensures clean, scalable LookML models that support query flexibility.

2. API Exports & Data Sources for AI Visibility

Because AI search visibility data originates from various AI providers, look for tools or platforms offering comprehensive API exports. For example:

- ChatGPT's usage logs or integration exports
- Google AI Overviews API or Mode exports
- Gemini and Perplexity search analytics (where available)
- Copilot and Claude proprietary data exports

Tools like **Peec AI** offer scalable, multi-LLM coverage with API export functionality tailored for enterprise needs. Peec AI pricing example:

Plan Monthly Price Highlights Starter €89/mo Basic AI visibility tracking with API exports & limited seats Pro €199/mo Full multi-LLM coverage, extended export limits, prompt-level detail Enterprise Custom Pricing Custom integrations, unlimited seats, advanced attribution

Always verify export caps and seat limits before scaling—you don't want surprise bottlenecks on "unlimited" claims.

Prompt-Level Tracking at Scale: The Core of AI Visibility

Tracking by prompt is a curveball for traditional SEO dashboards but critical for AI KPIs. Why? Each conversational query or prompt can result in a different AI-generated snippet citing different sources or providing varying levels of information.

1. **Granular Query Data:** Capture the prompt text and metadata, categorized by user intent or vertical.
2. **Model Attribution:** Know which AI engine answered—helps identify which LLM drives your visibility gains or losses.
3. **Response Analysis:** Track the actual AI answer text returned and the embedded citations or URLs referenced.
4. **User Engagement Metrics:** Measure click-throughs, follow-up queries, or session duration linked to AI responses.

This granular data feeds your Looker models, enabling dynamic filtering and trend analysis by prompt sophistication, model accuracy, and source reliability.

Multi-LLM Coverage and Citation Intelligence

Enterprises don't dominate the AI landscape by focusing on just one LLM. Successful SEO leads build dashboards covering multiple models to spot signal shifts and emerging opportunities before competitors. Prioritize data integrations for LLMs like:

- **ChatGPT:** Still the dominant player, but with evolving capabilities.
- **Google AI Overviews/Mode:** Official native Google AI insights integrated with search results.
- **Gemini:** Google's next-gen LLM combo, important for cutting-edge visibility.
- **Perplexity and Claude:** Niche LLMs with unique citation patterns offering alternative visibility channels.
- **Copilot:** Enterprise-specific AI assistance embedded in workflows.

Source attribution is a defining KPI here. AI-generated answers are only as trusted as their citations. Your dashboard should incorporate:

- Source URL tracking with domain authority metrics
- Citation frequency and prominence in AI responses
- Source reliability scoring and AI confidence levels
- Changes in source composition over time across LLMs

Putting It All Together: An Ideal Looker Dashboard for AI Visibility

Once you have your data schema, APIs integrated, and export pipelines established, you can construct a <https://www.fingerlakes1.com/2026/02/09/7-best-ai-search-visibility-tools-for-enterprises-2026/> Looker dashboard featuring:



Dashboard Section Key Metrics Functionality Prompt Performance Overview Impressions, Engagement, CTR by Prompt Filterable by date range, query category, LLM type LLM Source Comparison Visibility share, citation quality, growth trends across models Compare ChatGPT vs. Gemini vs. Claude side-by-side Citation Intelligence Panel Top cited sources, domain authority, AI confidence scores Identify underperforming sources or opportunities for content improvement API Export Health & Limits Export usage stats, seat counts, data latency indicators Alert system for approaching export or seat limits to avoid disruption

This layered visibility approach transforms AI data from an opaque black box into actionable insights supporting content strategy, technical SEO, and enterprise search initiatives.

Final Thoughts and Pro Tips

- **Always sanity-check “unlimited seats” and export limits:** Vendors often hide critical caps behind sales calls. Get explicit maximums beforehand.
- **Ask vendors to “show me the prompts”:** Avoid buzzwords; insist on sample data and API documentation demonstrating prompt-level tracking compliance.
- **Insist on multi-LLM coverage:** Tracking only Google AI Overviews isn’t AI visibility; it’s a fraction of the story.
- **Integrate citation intelligence deeply:** The quality and frequency of citations are your leading indicators in AI visibility.

Looker is the ideal platform for enterprise AI visibility dashboards — if you feed it the right data and model it with precision. Start by defining your visibility metrics schema, ensure comprehensive API exports from trusted platforms like Peec AI, and build multi-LLM views with focused source attribution. This rigor turns fuzzy AI signals into a repeatable, competitive advantage.

Ready to accelerate your AI search visibility? Start by auditing your current data pipelines and vendor capabilities — remember, no tool lives up to its promise without thorough validation of pricing, export limits, and true multi-LLM coverage.