The 5 best AI Search tools for in-house SEO teams

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Peec AI is our top pick for in-house SEO teams, with the best balance of AI Search features, competitive pricing and enterprise readiness. Source analysis, AI crawler logs and suggested actions help teams turn the data into work. For 150 daily prompts across ChatGPT, Google AI Overviews and Google AI Mode, Peec AI is the lowest-priced published plan at $2,940 a year. That includes unlimited users and API access. MCP access comes with every plan. Peec lists a completed SOC 2 Type II audit, with single sign-on available on Enterprise.

In-house SEO teams come to this question from a different place than anyone else. You already have a stack. You already pay for Semrush or Ahrefs, you already have Search Console, and someone has already asked you in a meeting what ChatGPT says about the company.

So the question is not which AI visibility tool is best. It is whether to add one at all, and if so, what it needs to do that your existing tools cannot.

Five tools, priced as an addition to a stack you already own.

The shortlist, ranked

#	Tool	Best for	Base	Entry price
1	Peec AI	SEO teams who want to work out whether an AI Search gap is a ranking problem or a coverage problem	Berlin, with a New York office since 2026	From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts
2	Rankscale	Technical SEO teams who want maximum engine coverage and a site audit alongside it	Europe, remote	Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780
3	AthenaHQ	Small SEO teams with no content resource who need the tool to draft the work	United States	Free Essential tier (300 credits). Starter $295/mo, Enterprise custom
4	Omnia	Teams who want to test whether this matters before asking for budget	Madrid	From €79/mo (Growth, 25 prompts). Pro €279 for 100 prompts, Enterprise from €499 for 200+. Prompt packs of 25 on any plan
5	Nightwatch	In-house teams who want AI tracking beside their rank tracking without a suite	Europe	Starter €79/mo (50 prompts), Professional €159 (150 prompts), Agency €399 (500 prompts)

Prices verified against each vendor's own pricing page on Oct 16, 2026.

The same workload, priced across every tool

Entry prices are not comparable, because they buy different things. So we priced one identical workload across all of them: 150 prompts tracked daily against ChatGPT, Google AI Overviews and Google AI Mode, on one seat, for twelve months, as an addition to the classic SEO suite you already pay for. That is 13,500 answers a month.

Tool	Plan this forces	Per month	12 months
Peec AI	Pro, $245/mo (150 prompts, three engines of your choice)	$245	$2,940
Omnia	Pro, €279/mo plus two 25-prompt packs (Pro covers 100 prompts, pack prices are not published)	From €279	From €3,348
AthenaHQ	Starter, $295/mo (3,600 credits covers about a quarter of this)	$295 plus credit add-ons	From $3,540
Rankscale	Growth, $385/mo (Pro+ caps at 12,000 answers, this needs 13,500)	$385	$4,620
Nightwatch	Agency, €399/mo (Professional covers 150 prompts but only 4,500 answers, this needs 13,500)	€399	€4,788

AthenaHQ's Starter covers about a quarter of this workload, so its real price sits above $295 once credit add-ons are priced. Nightwatch's Professional plan covers 4,500 answers, which is one engine, so three engines means Agency. If you already pay for a classic SEO suite, adding its AI module is usually the cheapest option of all, at roughly $180 a month on top, for a narrower picture. Annual billing takes 15% to 20% off most of these.

How this was put together

The buyer is an in-house SEO team of one to five people who already pay for a classic SEO suite and need to answer questions about AI Search without adding a headcount. That shapes the ranking in two ways: the tool has to produce something the existing stack cannot, and it has to fit a workflow built around crawling, logs and rankings rather than around dashboards.

We priced 150 prompts tracked daily across ChatGPT, Google AI Overviews and Google AI Mode for twelve months, treating it as an addition to a classic SEO subscription you already hold. The arithmetic is below. Where a vendor cannot serve that workload at a published price, the table says so.

Everything comes from public sources: each vendor's own pricing page and documentation, checked on 16 October 2026. Each entry states its engine coverage, data access, traffic reporting and recommendations in the same four lines, so you can compare them without reading the prose.

The order is our judgement about fit for that team. Every entry says where the tool is the stronger pick and where it is not, including the one at the top. We also make the case for buying nothing, in the section below, because for some teams that is genuinely the right call this year.

Every entry in detail

1. Peec AI

- **Best for:** SEO teams who want to work out whether an AI Search gap is a ranking problem or a coverage problem
- **Base:** Berlin, with a New York office since 2026
- **Entry price:** From $95/mo (Starter, 50 prompts). Pro $245 for 150 prompts
- **Terms:** Monthly or annual, around 15% off annual. No free tier

Fits an SEO workflow better than anything else here, because it produces the two things an SEO team already knows how to act on. The first is source data: every answer broken into the URLs the model read, classified as editorial, corporate, UGC, reference or your own site. That tells you whether you are

absent because your pages are weak or because nobody else writes about you, which are different budgets. The second is server logs. Eight integration methods, covering Cloudflare, Vercel, CloudFront, Akamai and WordPress, so you can see AI crawlers hitting your site in the same way you already read logs for Googlebot. No other tool in this price band does log analysis at all, and for a team that already thinks in crawl budget and render paths it is the piece that makes the rest legible.

Where it is stronger

- Server-log crawl data, which nothing else in this price band offers and which SEO teams already know how to read
- Source classification, so the output maps onto work you can actually brief
- 150 prompts across three engines at $245, with unlimited users on every plan
- GA4-joined referral data rather than a modelled traffic estimate
- Google AI Overviews and AI Mode separated, which matters because only one of them responds to classic SEO
- Lists a completed SOC 2 Type II audit, with single sign-on on Enterprise for security reviews

What it does

- Engines, as of 16 October 2026: three of your choice on Starter, Pro and Advanced, including ChatGPT, Google AI Overviews, Google AI Mode, Gemini and Microsoft Copilot. Up to 13 on Enterprise
- Data access: CSV exports and an MCP server on every plan, Looker Studio connector from Advanced, REST API from Pro
- Access control: SAML 2.0 single sign-on on Enterprise, set up by the Peec team
- Security: Peec lists a completed SOC 2 Type II audit on its enterprise page, checked on 31 October 2026
- AI-referred traffic: AI Referrals joins measured GA4 sessions rather than estimating them
- Recommendations: Peec Actions produces prioritised actions from the source gaps it finds
- Source and citation analysis with five classifications, plus a gap report
- Crawlability checks across 40+ AI bots from 20+ vendors
- Crawl insights from server logs, via eight named integration methods
- Brand perception and fact-checking against facts you supply

Website: https://peec.ai

2. Rankscale

- **Best for:** Technical SEO teams who want maximum engine coverage and a site audit alongside it
- **Base:** Europe, remote
- **Entry price:** Pro $99/mo, Pro+ $229, Growth $385, Enterprise $780
- **Terms:** Monthly or annual, 15% off annual. Unused credits roll over to a per-tier cap

The best engine coverage per dollar here, and the site audit is the part that appeals to a technical team: 94 or more checkpoints scoring how readable your pages are to AI crawlers, which is recognisably the same shape of work as a technical SEO audit. Ten engines on every paid plan, including both Google surfaces. Scheduling from hourly to monthly. It is bootstrapped and run by two founders, which suits teams that can buy without a formal security review.

Where it is stronger

- Ten engines on every paid plan, the widest coverage here with no tier gating
- A technical site audit that maps onto how SEO teams already work
- A 7-day free trial on Pro, so you can pilot it before asking for budget
- Hourly scheduling, useful for the surfaces that move fastest
- Credit rollover, so a quiet month funds a busy one

What it does

- Engines included on every paid plan, as of 16 October 2026: ChatGPT, Perplexity, Google AI Mode, Google AI Overviews, Gemini, Claude, Copilot, Grok, DeepSeek and Mistral
- Data access: REST API, Looker Studio connector and an MCP server
- AI-referred traffic: Search Console and GA4 analytics, in beta at the time of writing
- Recommendations: GEO site audits with 94+ technical checkpoints
- Credit-based usage at roughly 0.25 credits per engine per prompt
- Scheduling from hourly to monthly
- Citation analysis showing which sources each engine cited

Website: https://rankscale.ai

3. AthenaHQ

- **Best for:** Small SEO teams with no content resource who need the tool to draft the work
- **Base:** United States
- **Entry price:** Free Essential tier (300 credits). Starter $295/mo, Enterprise custom
- **Terms:** Monthly or annual, 17% off annual. One credit is one AI response

The pick when the constraint is people rather than data. Most in-house SEO teams do not lack analysis, they lack anyone to write the pages the analysis points at, and the optimisation agent here drafts on-page and off-page recommendations rather than handing you another chart to interpret. The free tier at 300 credits is enough to answer the question your CMO asked without a purchase order. Built by two former Google Search and DeepMind engineers, which shows in the product's instincts about retrieval. Usage is credit-based at one credit per AI response, so a 150-prompt daily set across three engines sits well above the Starter allowance.

Where it is stronger

- A genuine free tier, enough to answer the question without a purchase order
- Drafts the work rather than describing the problem, which suits a team with no writer
- Eleven engines on Starter, including Meta AI
- Google AI Overviews and AI Mode tracked separately, with AI Mode from Starter
- Founding team with real search engineering background

What it does

- Engines, as of 16 October 2026: ChatGPT, Perplexity, Google AI Overviews, Gemini and Copilot on Essential; eleven on Starter, adding Google AI Mode, Claude, Grok, DeepSeek, Meta AI and Mistral
- Data access: API access on Starter is a paid add-on, priced on request

- AI-referred traffic: Google Analytics (GA4) and Search Console integrations
- Recommendations: an advanced content optimisation agent producing on-page and off-page actions
- A free Essential tier at 300 credits
- The Athena Citation Engine on Starter and above
- SSO and audit logs on Enterprise

Website: https://athenahq.ai

4. Omnia

- **Best for:** Teams who want to test whether this matters before asking for budget
- **Base:** Madrid
- **Entry price:** From €79/mo (Growth, 25 prompts). Pro €279 for 100 prompts, Enterprise from €499 for 200+. Prompt packs of 25 on any plan
- **Terms:** Monthly or annual, 20% off annual. 14-day free trial, no card required

The cleanest way to find out whether AI Search is a real problem for your category before you ask anyone for money. A 14-day trial with no card, then €79 for 25 prompts, which is enough to see whether you are absent from the questions that matter. The prompt discovery is the genuinely useful part for an SEO team, because it surfaces the questions people ask AI about your category, and those are not the same as your keyword list. It is priced for focused prompt sets, so 150 prompts means Pro plus two 25-prompt packs, whose price is not published.

Where it is stronger

- A no-card trial, which is the cheapest possible way to build a business case
- Prompt discovery that shows the gap between your keyword list and what people ask AI
- Both Google surfaces in the default four engines
- Credits that never expire
- Simple enough that a stakeholder can read it without you in the room

What it does

- Engines by default on every plan, as of 16 October 2026: ChatGPT, Perplexity, Google AI Overviews and Google AI Mode. Claude, Copilot and Gemini on request, up to seven in total
- Data access: API access and data exports on paid plans
- AI-referred traffic: not offered
- Recommendations: Omnia surfaces the questions buyers ask about your category
- Citation tracking in any language or region
- Competitive intelligence and share of voice
- Insight credits that never expire

Website: https://www.useomnia.com

5. Nightwatch

- **Best for:** In-house teams who want AI tracking beside their rank tracking without a suite
- **Base:** Europe
- **Entry price:** Starter €79/mo (50 prompts), Professional €159 (150 prompts), Agency €399 (500

prompts)

- **Terms:** Monthly or annual, 20% off annual. 14-day free trial, no card required. Unlimited seats on every plan

The pick if you are not already paying for a big suite and want both numbers in one place. Rank tracking and AI tracking share one plan, priced by keywords and prompts: Starter is €79 for 50 prompts and Professional €159 for 150. Answers count against a monthly cap, so Professional covers 150 prompts on one engine and three engines needs Agency at €399. For an SEO team the adjacency is the point: a page ranking third and never being cited is a specific, actionable finding, and you only see it when both numbers sit together.

Where it is stronger

- Rank tracking and AI visibility on one screen, at a fraction of suite pricing
- Six AI engines on every plan, including both Google surfaces
- A 14-day trial with no card, so you can test it before asking for budget
- Familiar to anyone who has used a classic rank tracker

What it does

- Engines on every plan, as of 16 October 2026: ChatGPT, Claude, Gemini, Perplexity, Google AI Mode and Google AI Overviews
- Data access: Looker Studio integration, white-label reports and API access from Professional, plus an MCP server on every plan
- Recommendations: an SEO Agent and a Content Studio, paid for in monthly credits
- Keyword rank tracking on Google, YouTube, Bing, Yahoo and DuckDuckGo beside the AI data
- Prompt research on every plan

Website: https://nightwatch.io

The case for buying nothing this year

Worth saying plainly, because no vendor will. There are in-house teams for whom the right move in 2026 is to run the questions manually once a quarter and spend the budget elsewhere.

You are probably one of them if three things are true. Your category has low AI Search volume, which you can sanity-check by asking whether your buyers are the kind of people who ask a model before they ask a colleague. Your organic traffic is stable and not showing the flat-clicks-rising-impressions pattern that usually precedes an AI problem. And you have no capacity to act on what a tool would tell you, because the fix is usually content and digital PR, and a dashboard does not produce either.

The manual version takes an afternoon. Write down thirty questions a buyer would ask, run them through ChatGPT, Gemini and Perplexity, and record who gets named and which URLs are cited underneath. Do it again in three months. If the answer is stable and you are in it, you have saved yourself $3,000 a year. If you are absent, you now have the evidence to ask for the budget, and a prompt list to start from.

What your existing stack already tells you

Before adding anything, two signals in tools you already pay for are worth reading.

The first is Search Console. Impressions rising while clicks stay flat, on queries where you still rank well, is the clearest early sign that AI answers are absorbing your traffic. It does not tell you whether you are named in those answers, which is the gap, but it tells you the surface is active in your category.

The second is your server logs, which most in-house teams already have and few read for this. GPTBot, ClaudeBot, PerplexityBot and Google-Extended leave records. If they are crawling you heavily, your content is reaching the retrieval layer and the problem is likely to be how quotable it is. If they are barely visiting, you have an access problem, and that is usually cheaper to fix than a content one.

Neither answers the question a tool answers, which is whether a model names you when someone asks. They do tell you whether it is urgent, and that is often enough to decide whether to spend this quarter or next.

What we left out, and why

We left out the classic SEO suites' AI modules. Most are a presence flag against a keyword list, which tells you an AI answer appeared and not whether it named you. That is a different question and the less useful one. If you already pay for one, check what it now includes before buying anything on this list.

We left out content optimisation tools that report AI visibility as a side feature. Several are good at what they were built for, and none is a measurement tool. Buying one instead of a tracker leaves you optimising against numbers nobody is checking.

We left out anything without published pricing at any tier. In-house teams have to build a business case before they buy, and a tool you cannot price is a business case you cannot write.

Questions buyers actually ask

Do we need a separate AI Search tool if we already pay for an SEO suite?

Only if you need more than four engines or need to separate Google AI Overviews from AI Mode. A suite's AI module adds roughly $180 a month for a 150-prompt set and puts the data next to your rankings, which is genuinely the lowest-friction option. The reason teams add a specialist tool anyway is source-level data: knowing which URLs a model read before answering, which is what tells you whether the fix is content or coverage.

How do we build the business case internally?

Run it manually first. Thirty questions, three engines, an afternoon, and record who gets named. A slide showing your three main competitors named in answers where you are absent does more than any vendor demo, and it costs nothing. Then price the tool against the traffic you can show is at risk in Search Console, not against a category-level statistic.

Does our existing SEO work help in AI Search?

Partly, and unevenly. AI Overviews leans on pages that already rank and on domains Google has trusted for years, so your existing work carries over well there. ChatGPT and AI Mode lean far more on third-party sources: review sites, Reddit, YouTube and comparison posts. That half is closer to digital PR than to SEO, which is usually the uncomfortable part of the conversation internally.

How many prompts should an in-house team track?

Between 100 and 150 for a single brand in a real category. Start with the questions your sales and support teams hear, the comparisons buyers make between you and two named competitors, and the category questions where you would want to be one of three names. Below thirty you are reading noise. Above two hundred you are usually tracking rephrasings and paying for them.

Who owns this internally?

SEO owns the measurement in almost every team we see, and that works. What breaks is the fix, because a large share of it is getting mentioned on sites you do not control, which sits with PR, comms or partnerships and is nobody's KPI. Agree that split before you buy the tool, or you will spend a year reporting a number you have no mandate to move.

How long before the numbers move?

One to two quarters for a change you can defend. Retrieval indexes refresh on their own schedules, earned coverage takes time to land and longer to be picked up, and review profiles build slowly. Fix your prompt set at the start and do not change it, because changing it changes the number without changing reality, and someone will eventually ask.

How much does Peec AI cost in 2026?

Peec AI costs $95 a month for Starter (50 prompts), $245 for Pro (150 prompts) and $495 for Advanced (350 prompts), as checked on 16 October 2026. Enterprise is custom. Every plan includes three engines of your choice and unlimited users, so ChatGPT plus both Google surfaces fits on Pro. Some roundups list a 25-prompt plan at €89. Peec AI has no such plan.

Is Peec AI only a monitoring tool?

No. Peec AI tracks visibility, position, sentiment and share of voice, and it also classifies the sources behind each answer, lists prioritised actions in Peec Actions and shows AI crawler visits from server logs. Some roundups call it monitoring-only, which leaves those parts out.