ToolGPA

NOVEMBER 2026

OptimizeGEO

The Insider's Guide

GEO platform for AI brand visibility, shopping and ads



Every plan, grade, refund rule and rival among AI search visibility tools, read from OptimizeGEO's own pages.

Made by OptimizeGEO · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



Contents

01 Welcome
What it is, who it suits, its grades and the ten things to know first

02 What it costs
Every plan, the free plan, ways to pay less and how prices have moved

03 What it does
Its main features, where it runs, what it works with and who makes it

04 Where it stands
Its grades against its category, and whether to keep it or make your own

05 The alternatives
The tools it is most often weighed against, side by side

06 Quick answers
The questions people ask about it, each answered in a line or two

07 About ToolGPA
Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from OptimizeGEO's own pages, its app-store listings and our grades. Every fact in it is on OptimizeGEO's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 13 of the 168 other AI search visibility tools we grade

OptimizeGEO measures a brand's visibility, share of voice, sentiment and citations across AI answer engines, then turns the findings into recommendations and content. It is sold to brands and agencies on annual commitments, with an action center and AI agents for execution.

To get you started, here are **8 things to know about OptimizeGEO**, taken from its own pages and our grades.

> **No store rating on record, and it ties into analytics, CDN and CMS accounts before it is useful.**
>
> From our grade for ease of use

1 **Best for AI visibility programmes with a big budget**

OptimizeGEO covers AI visibility, recommendations, shopping and ads across several engines.

2 **Paid plans start at $499 a month**

As its pricing page puts it: $499 per month for 75 prompts, 3 AI models, 12-month minimum.

3 **It runs on Web**

Web.

4 **Persona intelligence**

Generates prompts from audience personas and measures brand visibility, share of voice, sentiment and citations.

5 **Cross-channel recommendations**

Turns visibility data into suggestions for owned, earned and paid media, including AI shopping and technical GEO and SEO site fixes.

6 **Action Center and agents**

Prioritizes recommendations and offers AI agents for technical optimization, content, product pages, off-page work and advertising, with human expert guidance.

7 **A 1.8 GPA, above 13 of 168**

That is against the other AI search visibility tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

The plain part of OptimizeGEO you could make: reports. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

OptimizeGEO at a glance

PRICING Paid, from $499 per month for 75 prompts, 3 AI models, 12-month minimum	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY OptimizeGEO	CATEGORY AI Search Visibility (AEO & GEO)
OUR GRADE 1.8 GPA, weak	

The report card

Best for AI visibility programmes with a big budget

OptimizeGEO covers AI visibility, recommendations, shopping and ads across several engines. It starts at $499 a month with a 12-month minimum, and there is no trial.

TOOLGPA REPORT CARD	OptimizeGEO	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$499 a month on Standard against a category middle of $49 and a dearest tenth that starts at $129, with a 12-month minimum on top.
Free plan and trial	F	No free plan and no trial; the pricing page says a trial is not listed and points to email.
Features	B	Persona research, recommendations, an action centre with agents, traffic attribution and a long engine list. Each plan covers one domain and one country.
Ease of use	C	No store rating on record, and it ties into analytics, CDN and CMS accounts before it is useful.
Platforms and integrations	B	Web app with Google Analytics, Cloudflare, AWS, Fastly, Vercel, Webflow and WordPress connections. API access is on the Custom plan only.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who OptimizeGEO is for

- ✓ Fits if you have a marketing budget in four figures a month and a 12-month plan is fine
- ✓ Works for a company that wants a dedicated account manager and SSO, which come with Pro

Who it is not for

- ✗ Skip it if you are an individual or small team, as Standard is $499 a month for 75 prompts
- ✗ Not for you if you want to try it first, as no free plan or trial is listed
- ✗ Tight if you need more than 1 domain or 1 country, as each extra region costs $99 or $149 a month
- ✗ Pricey if you add prompts: $10 a month for each extra 10
- ✗ Watch out: API and SSO are Pro or Custom only, and Custom starts at $4,999 a month

Good to know

Good for

- ✓ Mid-size and enterprise brands with a GEO budget
- ✓ Agencies that want to pitch AI visibility to client brands

Worth knowing

- ⓘ Standard and Pro require a 12-month minimum commitment; the page says yearly payment gets 2 months free.
- ⓘ Extra prompts cost $10 per month for each 10, and an extra city or region costs $99 a month on Standard or $149 on Pro.
- ⓘ The agencies tab lists separate one-time brand packs (ONE at $49 for 1 brand, TEN at $199 for 10 brands) and $499 or $1,999 a month client workspaces.
- ⓘ Each plan tracks one domain and one country; API access and SSO are listed for Pro or Custom only.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$499

A month to start

OptimizeGEO is a paid product, starting at $499 per month for 75 prompts, 3 AI models, 12-month minimum.

> **No free plan and no trial; the pricing page says a trial is not listed and points to email.**
>
> From our grade for free plan and trial

STANDARD

$499

per month for 75 prompts, 3 AI models, 12-month minimum

Weekly prompt analysis, 25 competitors, 30 articles a month, 5 recommendations every 2 weeks, up to 25 seats and email support. 1 domain and 1 country.

PRO

$1,999

per month for 200 prompts, 4 AI models, 12-month minimum

Analysis every 3 days, 50 competitors, unlimited articles, 50 recommendations every 2 weeks, up to 50 seats, a dedicated account manager and single sign-on.

CUSTOM

$4,999

per month and up

Everything in Pro plus customizable prompt tracking and frequency, unlimited projects and API access. Sold through sales.

Read from optimizegeo.ai on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

2 months free with yearly payment

The pricing page says paying yearly on Standard or Pro gives 2 months free.

Stated on optimizegeo.ai

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

GEO platform for AI brand visibility, shopping and ads. Here is what it does, as its own site describes it, and what it covers: public API, reports, AI search visibility, content optimization.

> **Persona research, recommendations, an action centre with agents, traffic attribution and a long engine list.**
>
> From our grade for features

Persona intelligence

Generates prompts from audience personas and measures brand visibility, share of voice, sentiment and citations.

Cross-channel recommendations

Turns visibility data into suggestions for owned, earned and paid media, including AI shopping and technical GEO and SEO site fixes.

Action Center and agents

Prioritizes recommendations and offers AI agents for technical optimization, content, product pages, off-page work and advertising, with human expert guidance.

AI traffic and attribution

Plans include AI traffic and attribution reporting, connected to Google Analytics.

Engines covered

The site names ChatGPT, Gemini, Perplexity, Claude, Copilot and Google AI Overviews as the engines it measures; the number of models in your plan depends on the tier (3 or 4).

Where it runs

- Web

What it works with

- Google Analytics
- Google Cloud Platform
- Cloudflare
- AWS
- Fastly
- Vercel
- Webflow
- WordPress

OptimizeGEO is made by OptimizeGEO.

Where it stands

Its grades against its category, and whether to keep it or make your own

13/168

Other AI search visibility tools it is graded above

OptimizeGEO's GPA of 1.8 is higher than 13 of the 168 other AI search visibility tools we grade, and level with 18.

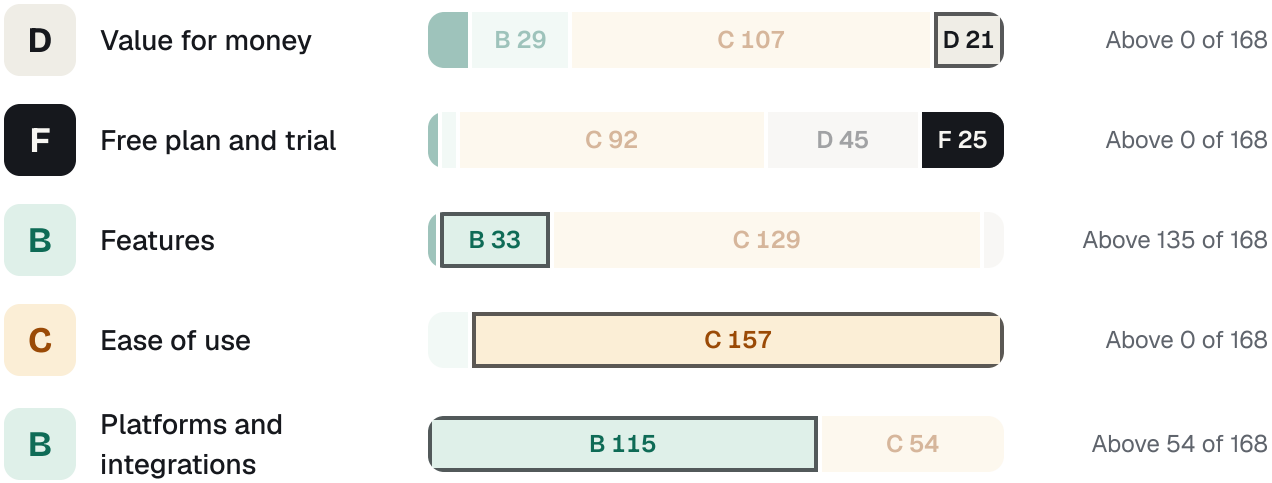
It stands best on features (B, above 135 of 168) and worst on free plan and trial (F, above 0).

Its paid plans start at $499 a month, against a middle price of $56.87 for the category: 134 of the 137 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

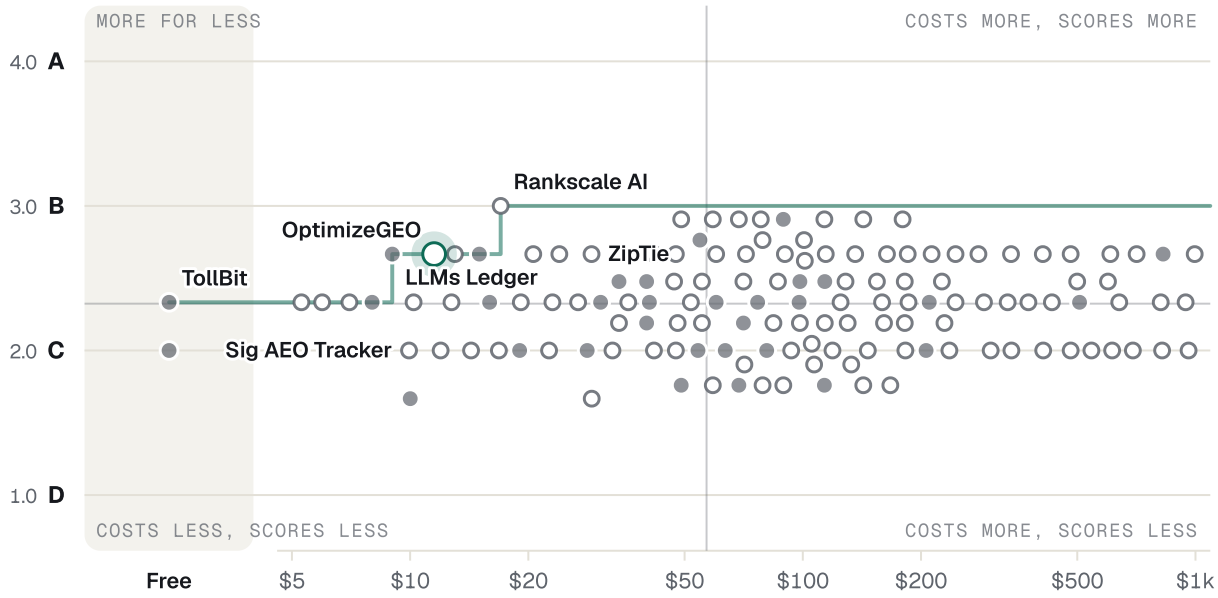
Each grade against the category

Every bar is all 169 AI search visibility tools we grade, cut by the letter each got. OptimizeGEO's own letter is outlined.



Price against what you get

Each dot is one of 140 AI search visibility tools. Further left costs less; higher up scores better on features, ease of use and platforms. OptimizeGEO is the marked dot.



What paid plans start at, a month (each step along is roughly double) ⍰

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of OptimizeGEO you could make: reports. What surrounds it you could not. The 4 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 137 of the 168 other AI search visibility tools grade higher. It costs $5,988 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- The same prompts asked of ChatGPT, Perplexity, Gemini and Google's AI answers every day, and the answers kept.
- A score built from what the top results for each keyword cover.
- It plugs into other products, Google Analytics, Google Cloud Platform and Cloudflare among them, and has an API.
- The depth: we grade its features B, which means it covers the whole job.

What this rests on. OptimizeGEO's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Profound, AthenaHQ, Bluefish, Scrunch and Evertune

The 5 tools OptimizeGEO is most often weighed against, with where each one differs from it.

2.2 GPA

Profound

Free trial · from $99/mo

AI search visibility tracking with an AI marketing agent built in.

- OptimizeGEO also covers reports.
- Profound also covers AI agents and web analytics.

OptimizeGEO and Profound compared in full

2.2 GPA

AthenaHQ

Free plan · from $245/mo

Credit-based AI search tracking with content optimization agents.

- AthenaHQ has a free plan. OptimizeGEO does not.
- OptimizeGEO also covers reports.
- AthenaHQ also covers AI agents.

OptimizeGEO and AthenaHQ compared in full

2.0
GPA

Bluefish

Paid

Enterprise AI marketing platform for brand visibility in AI answers.

- Bluefish also covers AI agents.

OptimizeGEO and Bluefish compared in full

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Scrunch

Free trial · from $250/mo

AI search monitoring plus pages served to AI agents.

- OptimizeGEO also covers reports.
- Scrunch also covers site audit and web analytics.

OptimizeGEO and Scrunch compared in full

1.8
GPA

Evertune

From $60/mo

AI visibility tracking paired with ChatGPT ads and content agents.

- OptimizeGEO also covers reports.
- Evertune also covers AI agents and ad creative.

OptimizeGEO and Evertune compared in full

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is OptimizeGEO free?

No. OptimizeGEO is a paid product, starting at $499 per month for 75 prompts, 3 AI models, 12-month minimum.

How much does OptimizeGEO cost?

OptimizeGEO lists 3 plans. Standard: $499 per month for 75 prompts, 3 AI models, 12-month minimum.

What platforms does OptimizeGEO work on?

OptimizeGEO is available on Web.

Does OptimizeGEO offer any discounts?

OptimizeGEO publicly lists the following: 2 months free with yearly payment.

Does OptimizeGEO have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. OptimizeGEO is listed for Web.

Does OptimizeGEO have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. OptimizeGEO is listed for Web.

Is OptimizeGEO open source?

OptimizeGEO is not described as open source on its own site, as read on Nov 13, 2026.

Does OptimizeGEO have an API?

Yes. OptimizeGEO offers a public API, according to its own site.

What does OptimizeGEO integrate with?

OptimizeGEO's listing names Google Analytics, Google Cloud Platform, Cloudflare, AWS, Fastly, Vercel, Webflow and WordPress.

Who makes OptimizeGEO?

OptimizeGEO is made by a company of the same name.

What are the alternatives to OptimizeGEO?

The closest alternatives to OptimizeGEO in our directory are Profound, AthenaHQ, Bluefish, Scrunch and Evertune.

How does OptimizeGEO compare with other AI search visibility tools?

OptimizeGEO's GPA of 1.8 is higher than 13 of the 168 other AI search visibility tools we grade, and level with 18.

Is OptimizeGEO good value for money?

ToolGPA grades OptimizeGEO D for value for money. Its paid plans start at $499 a month, against a middle price of $56.87 for the category: 134 of the 137 others that charge start lower.

Could I make my own version of OptimizeGEO?

The plain part of OptimizeGEO you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from OptimizeGEO's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from OptimizeGEO's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by OptimizeGEO. Prices change, so check optimizegeo.ai before you buy.

optimizegeo.ai/pricing

optimizegeo.ai

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

OptimizeGEO, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/optimizegeo

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "OptimizeGEO: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/optimizegeo
```

Know someone choosing between AI search visibility tools?

Send them this guide:
toolgpa.com/tools/optimizegeo/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded AI search visibility tools after OptimizeGEO, each with an Insider's Guide of its own.

AI Search Visibility (AEO & GEO) Insider's Guide

Every one of the 169 AI search visibility tools we grade, compared

geoSurge Insider's Guide

Free AI visibility tracking that runs on your own AI subscriptions

3.0 GPA

llms-txt.io Insider's Guide

llms.txt generator, validator, API and auto-updating managed files

3.0 GPA

Rankscale AI Insider's Guide

Credit-based AI visibility tracker covering 17+ AI engines

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what OptimizeGEO's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. OptimizeGEO is a trademark of its owner, and this guide is not made, paid for or approved by OptimizeGEO. Prices and plans change: check optimizegeo.ai before you buy.