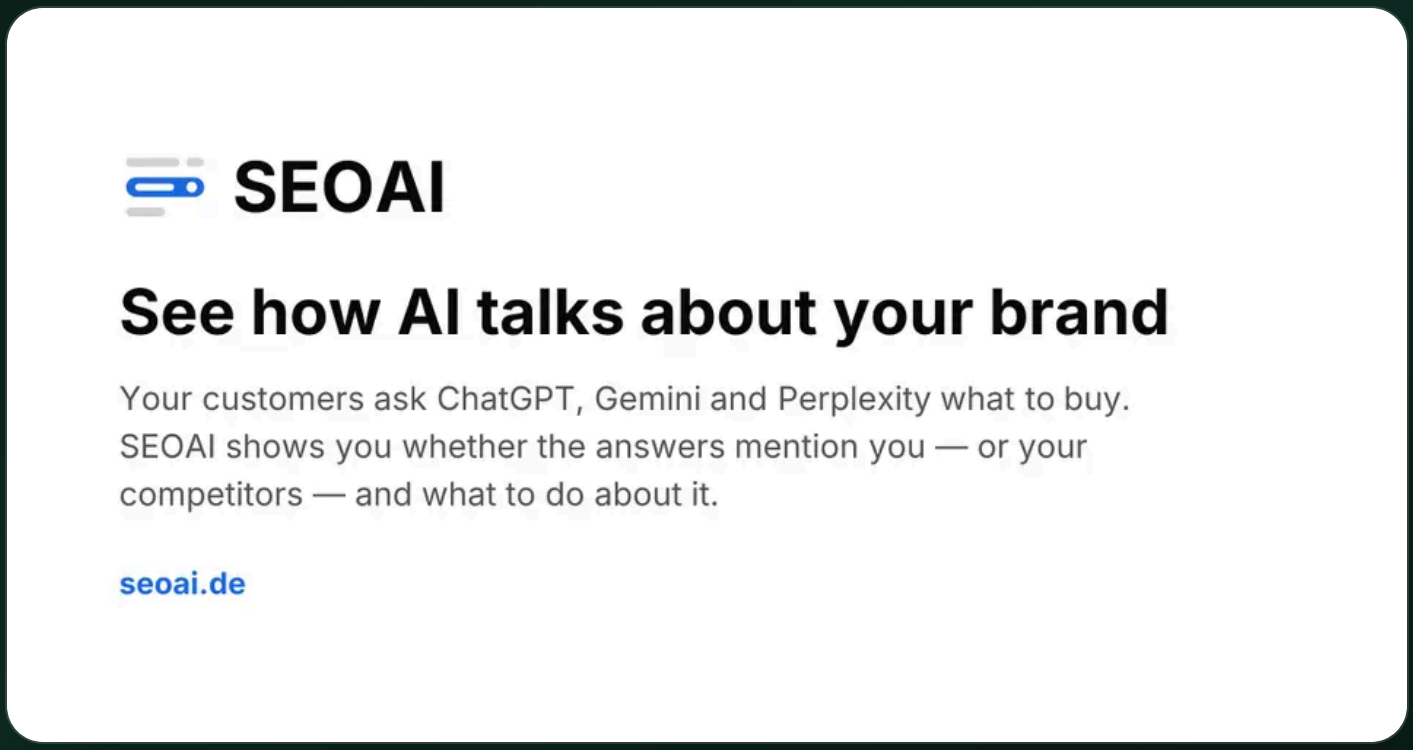
ToolGPA

NOVEMBER 2026

SEOAI

The Insider's Guide

AI search visibility tracking from a German company, with a free plan



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

Made by AGENTUR CLICK EOOD · checked Nov 21, 2026 · toolgpa.com

2.4
GPA

SEOAI

See how AI talks about your brand

Your customers ask ChatGPT, Gemini and Perplexity what to buy. SEOAI shows you whether the answers mention you — or your competitors — and what to do about it.

seoai.de

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

ToolGPA put this guide together from SEOAI's own pages, its app-store listings and our grades. Every fact in it is on SEOAI's page too, where it is kept up to date. Checked Nov 21, 2026.

Welcome

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

2.4

GPA, above 136 of the 169 other AI search visibility tools we grade

SEOAI sends a brand's prompts to ChatGPT, Claude, Gemini, Perplexity, Google AI Overviews and Google AI Mode, then reports how often the answers mention and cite it, where it ranks among the brands named, and how the answers describe it. It also lists competitors, sub-queries the AI runs, and audits a page against the page an AI cites instead. Plans are priced in euros by brands, topics, prompts and monthly executions, with a free plan that runs on your own API keys after a first check. Data is hosted in Frankfurt.

To get you started, here are **10 things to know about SEOAI**, taken from its own pages and our grades.

> **You set up brands, topics and prompts, connect Search Console or Bing if you want demand data, and keep an eye on the execution quota.**
>
> From our grade for ease of use

1 **Best for small teams checking AI search visibility from a free start**

SEOAI tracks six AI platforms, including Google AI Mode, from €19 a month, with a free plan to start on.

2 **Paid plans start at about $21.23 a month**

As its pricing page puts it: €19 per month, billed monthly (€190 a year if paid yearly), prices excluding VAT.

3 **There is a free plan**

1 brand, 2 topics, 10 prompts per topic, weekly tracking and CSV export. The first check runs on SEOAI's keys; after that it runs on your own API keys and the AI providers bill you directly.

4 **It runs on Web**

Web.

5 **Visibility, mention rank and sentiment**

Scores how often AI answers cite and mention a brand per platform, topic and day, with an average rank and Top-3 rate on best-of prompts, and a sentiment reading.

6 **Competitors and query fan-out**

Finds the brands and domains AI recommends instead, with share of voice, and collects the hidden sub-queries AI runs before it answers, grouped by topic.

7 **Gaps and citability audit**

Marks each prompt as cited, mentioned or invisible, and on Pro and Agency audits a page paragraph by paragraph against the page the AI cites instead.

8 **Refunds: no set window**

You cancel yourself in the Stripe billing portal, the plan runs to the end of the period you paid for, and your tracked data stays on the free plan. But the terms promise no refund window.

9 **A 2.4 GPA, above 136 of 169**

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

10 **You could make this**

What SEOAI does at its core is reports, and that is the kind of thing an AI app builder makes well.

SEOAI at a glance

PRICING
Free plan, from €19 per month, billed monthly (€190 a year if paid yearly), prices excluding VAT

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
AGENTUR CLICK EOOD

CATEGORY
AI Search Visibility (AEO & GEO)

OUR GRADE
2.4 GPA, fair

The report card

Best for small teams checking AI search visibility from a free start

SEOAI tracks six AI platforms, including Google AI Mode, from €19 a month, with a free plan to start on. But after one check the free plan runs only on your own API keys, and the citability audits, alerts and PDF reports wait for Pro at €59.

TOOLGPA REPORT CARD	SEOAI	Graded Nov 21, 2026
SUBJECT	GRADE	COMMENT
Value for money	B	Starter is €19 a month for 2 brands and 500 executions, under this category's $29 cheaper-quarter line. Pro is €59 and Agency €149, both prices excluding VAT, and yearly billing costs ten monthly payments.

SUBJECT	GRADE	COMMENT
Free plan and trial	C	There is a free plan: 1 brand, 2 topics and 10 prompts per topic, weekly. But only the first check runs on SEOAI's keys; after that you pay the AI providers on your own keys.
Features	C	Visibility, mention rank, competitors, query fan-out, local tracking and Search Console and Bing data. The gaps the listing names: audits, gap diagnosis and alerts start on Pro, Gemini runs count double toward the quota, and the pages disagree on which plans get Search Console and Bing.
Ease of use	C	No rating on record. You set up brands, topics and prompts, connect Search Console or Bing if you want demand data, and keep an eye on the execution quota.
Platforms and integrations	B	Web only, with no desktop or phone app. It connects to Google Search Console and Bing Webmaster Tools (Pro and Agency, per its docs), and Claude and ChatGPT read its data through an MCP server on Pro and Agency.
Grade point average		Fair, out of 4.0 **2.4**

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 SEOAI is for

- ✓ Fits if you want to see whether AI assistants name your brand before paying anything
- ✓ Works for agencies with a few client brands that need PDF reports with their own logo, on Agency at €149

Who it is not for

- ✗ Tight if you stay on Free: after the first check you supply your own API keys and pay the providers directly
- ✗ Skip it if you need page audits or alerts below €59 a month, since both start on Pro
- ✗ Not for you if you want an app: it is web only, in German and English
- ✗ Watch out: Starter has 500 executions a month, Gemini counts double, and runs over the quota simply do not start
- ✗ Watch out: SEOAI's docs say Search Console and Bing connect on Pro and Agency only, while its pricing table also lists Free and Starter for prompt suggestions

Good to know

Good for

- ✓ Small businesses that want to see whether AI assistants name them, starting on a free plan
- ✓ Agencies tracking several client brands with white-label PDF reports
- ✓ European teams that want data hosted in Germany and an EU company as the provider

Worth knowing

- ⓘ After the first check, the free plan runs only on your own API keys, so the AI providers bill you directly; paid plans include managed keys.
- ⓘ Paid plans have a monthly quota of executions, one per prompt per platform. Runs over the quota do not start, and there is no overage charge.
- ⓘ Citability audits, gap diagnosis, alerts and PDF reports start on Pro; white-label reports, client emails and team seats start on Agency.
- ⓘ Search Console and Bing: the docs say Pro and Agency only, but the pricing table also lists Free and Starter for prompt suggestions. Prices are in euros, excluding VAT.

PART 02 · PRICING

What it costs

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

~$21.23

A month to start. There is a free plan too

SEOAI has a free plan. Paid plans start at €19 per month, billed monthly (€190 a year if paid yearly), prices excluding VAT.

> **But only the first check runs on SEOAI's keys; after that you pay the AI providers on your own keys.**
>
> From our grade for free plan and trial

FREE

$0

free; first check on SEOAI's keys, then your own API keys

1 brand, 2 topics, 10 prompts per topic, weekly tracking, 1 team member. Query fan-out and CSV export are included; there are no citability audits, alerts or PDF reports.

STARTER

€19

per month for 2 brands and 500 executions a month, billed monthly

5 topics per brand, 20 prompts per topic, weekly tracking, managed API keys. Gemini counts double toward the quota. No citability audits, alerts or PDF reports.

PRO

€59

per month for 5 brands and 1,500 executions a month, billed monthly

10 topics per brand, 30 prompts per topic, daily tracking, 25 citability audits, gap diagnosis, alerts, PDF reports, MCP access, Search Console and Bing comparison.

AGENCY

€149

per month for 15 brands and 4,000 executions a month, billed monthly

15 topics per brand, 50 prompts per topic, daily tracking, 100 citability audits, white-label PDFs, client report emails, 3 team members and up to 3 workspaces.

The free plan

1 brand, 2 topics, 10 prompts per topic, weekly tracking and CSV export. The first check runs on SEOAI's keys; after that it runs on your own API keys and the AI providers bill you directly.

Read from seoai.de on Nov 21, 2026.

Ways to pay less

ANNUAL DISCOUNT

Two months free with yearly billing

SEOAI's pricing FAQ says the yearly price equals ten monthly payments, billed in one invoice, with the same limits and features as monthly billing.

Stated on seoai.de

What it does

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

1

Place it runs: Web

AI search visibility tracking from a German company, with a free plan. Here is what it does, as its own site describes it, and what it covers: reports, AI search visibility, content optimization.

> **Visibility, mention rank, competitors, query fan-out, local tracking and Search Console and Bing data.**
>
> From our grade for features

Visibility, mention rank and sentiment

Scores how often AI answers cite and mention a brand per platform, topic and day, with an average rank and Top-3 rate on best-of prompts, and a sentiment reading.

Competitors and query fan-out

Finds the brands and domains AI recommends instead, with share of voice, and collects the hidden sub-queries AI runs before it answers, grouped by topic.

Gaps and citability audit

Marks each prompt as cited, mentioned or invisible, and on Pro and Agency audits a page paragraph by paragraph against the page the AI cites instead.

Local tracking

Sets a market and a city per topic, and follows Google's local pack and the Maps places Gemini consults, with local competitors and an alert when a brand drops out.

Alerts and reports

Alerts for visibility drops, new competitors, sentiment shifts and lost citations; a Monday digest; PDF and CSV exports; white-label PDFs and client emails on Agency.

Search Console, Bing and MCP

Connects Google Search Console and Bing Webmaster Tools to suggest prompts and compare real search demand with AI visibility, and lets Claude or ChatGPT read the data through an MCP server on Pro and Agency.

Where it runs

Web

What it works with

Google Search Console

Bing Webmaster Tools

Claude (MCP)

ChatGPT (MCP)

DataForSEO

OpenRouter

Who makes SEOAI

SEOAI is run by AGENTUR CLICK EOOD, a company registered in Sofia, Bulgaria, which its terms name as the provider. It earns money from monthly and yearly subscriptions sold through Stripe, and the site describes the product as an EU service hosted in Frankfurt.

BASED	Sofia, Bulgaria seoai.de ↗
FOUNDERS AND LEADERS	**Elias Lange**, Managing Director seoai.de ↗
LATELY	New Google AI Mode tracking · Nov 13, 2026

New MCP · Oct 27, 2026

New Recommended brands · Oct 17, 2026

New Mention rank · Oct 16, 2026

FOLLOW

Blog Changelog Roadmap

Read on Nov 21, 2026 from the company's own pages and from news reports. What is not stated there is left out.

Where it stands

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

136/169

Other AI search visibility tools it is graded above

SEOAI's GPA of 2.4 is higher than 136 of the 169 other AI search visibility tools we grade, and level with 20.

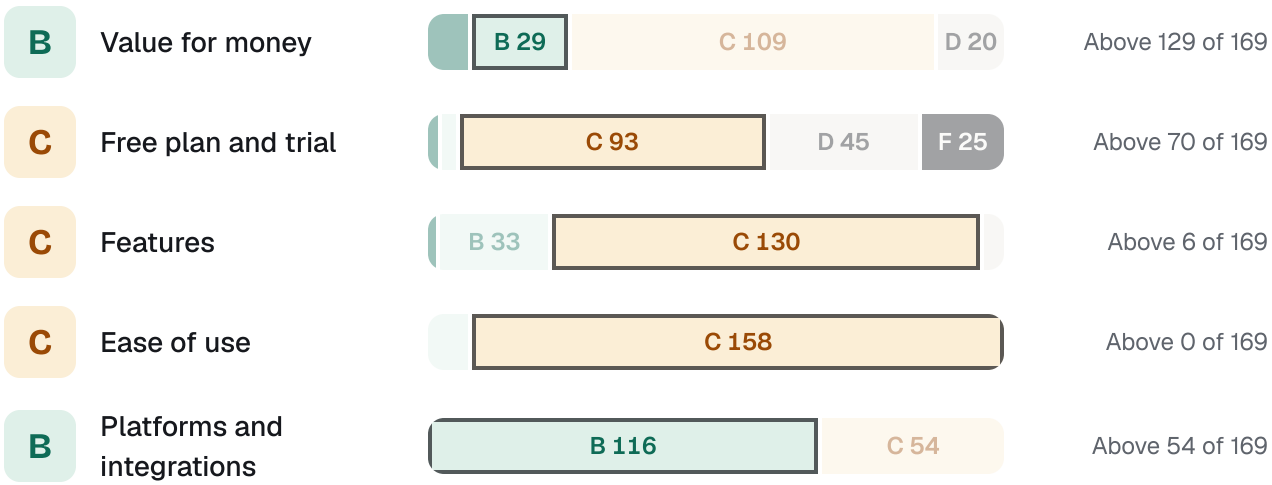
It stands best on value for money (B, above 129 of 169) and worst on ease of use (C, above 0).

Its paid plans start at about $21.23 a month, against a middle price of $59 for the category: 16 of the 138 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 3 tools score higher and cost less.

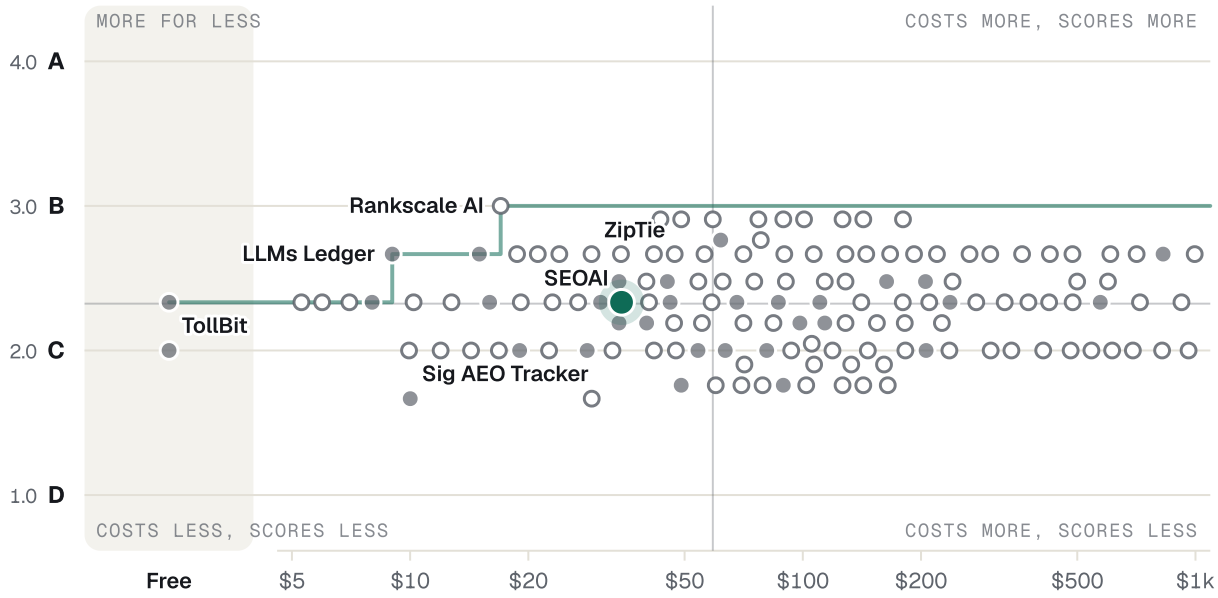
Each grade against the category

Every bar is all 170 AI search visibility tools we grade, cut by the letter each got. SEOAI's own letter is outlined.



Price against what you get

Each dot is one of 141 AI search visibility tools. Further left costs less; higher up scores better on features, ease of use and platforms. SEOAI 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.

You could make this

What SEOAI does at its core is reports, and that is the kind of thing an AI app builder makes well.

You would give up 3 things, listed below, and little else. It costs $254.72 a year. An AI app builder starts at about $20 a month on our listings, and you only need it while you build.

What you could make

- Reports: an app builder makes this well.
- It runs in a browser, which is where something home-made would run too.

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 Search Console, Bing Webmaster Tools and Claude (MCP) among them.

What this rests on. SEOAI'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.

After you pay

Getting your money back, getting out, and getting help

C Refunds

C Support

What happens once you have paid: whether you can get your money back, how to leave, and how to reach a person when something goes wrong. Each is graded from SEOAI's own terms and help pages.

Refunds and cancelling

C
GRADE

ORDINARY · CHECKED NOV 21, 2026

You cancel yourself in the Stripe billing portal, the plan runs to the end of the period you paid for, and your tracked data stays on the free plan. But the terms promise no refund window. Money comes back only in a few set cases, like a paid plan losing an essential feature, so it's a C.

REFUND WINDOW
No set window

HOW YOU CANCEL
Yourself, in settings

Getting your money back

The terms give no general money-back period. They say a pro rata refund is made if a paid plan loses an essential feature or the terms change and you cancel, and for consumers who cancel a yearly plan after its first renewal. If you delete your account, a paid plan ends at once and a pro rata refund is made only where mandatory law requires it. The terms also set out a 14-day withdrawal right for consumers.

Stated on seoai.de ↗

How to cancel SEOAI

A paid plan is cancelled in the Stripe customer portal, reached from Settings, then Billing. There is no minimum term and no notice period, and the cancellation takes effect at the end of the paid period.

1. Open the Billing page in your workspace settings
2. Choose Manage payment and invoices to open the Stripe customer portal
3. Cancel the subscription there
4. Check the end date shown on the Billing page

Stated on seoai.de ↗

What you keep afterwards

The plan stays active until the end of the paid period, then the workspace falls back to the Free plan. Tracked data is not deleted and the Free limits apply, and extra team members lose access until you upgrade again. Tracking results are kept for 25 months, and invoices stay with Stripe. A free workspace nobody signs in to for 12 months is deleted after two warning emails.

Stated on seoai.de ↗

Renewals

Paid plans renew for the booked period, one month or one year, unless you cancel. The terms promise 30 days' notice of price changes for existing contracts and mention no reminder before a yearly renewal. Consumers can cancel a renewed yearly plan with one month's notice and a pro rata refund.

Stated on seoai.de ↗

In your favour

- ✓ You cancel yourself in the billing portal, with no minimum term and no notice period.
- ✓ Your plan keeps working to the end of the period you paid for.

Watch out for

- ⚠ There's no money-back window for a plan you simply change your mind about.
- ⚠ Deleting your account ends a paid plan at once, with a refund only where the law requires it.

- ✓ Your tracked data stays after you drop to Free.
- ✓ Price rises for existing customers come with 30 days' notice, and you can cancel before they apply.

- ⚠ No page promises a reminder before a yearly plan renews.
- ⚠ Extra team members lose access when you fall back to Free.

Customer support

C
GRADE

ORDINARY · CHECKED NOV 21, 2026

You can email the team and there's a written help centre with a page on every feature. What's missing is any stated hours or reply time, and no live chat or phone. That's the ordinary deal, so it's a C.

Ways to get help

Email

Anyone can write to the support address, or reply to any operational email SEOAI sends, such as a scan-failure alert or a digest. The page says replies go straight to the team and lists what to include, such as the workspace name and the error text.

Stated on support.seoai.de ↗

Help centre

Written documentation with pages on tracking setup, metrics, reports, billing, data retention, integrations and troubleshooting, in English and German.

Stated on support.seoai.de ↗

Community or forum

A public feedback board and roadmap where users post feature requests and vote, alongside a changelog.

Stated on support.seoai.de ↗

Not listed on SEOAI's pages: live chat, phone.

When people answer

Its pages do not say.

How fast it says it replies

Its pages do not say.

What depends on your plan

Its pages do not say.

In your favour

- ✓ Replies to SEOAI's own emails go straight to the team.
- ✓ The help centre has pages on billing, data retention and troubleshooting.

Watch out for

- ⚠ No page gives support hours or a reply time.
- ⚠ There is no phone line or live chat listed.

What these two grades rest on. Read on 21 November 2026: SEOAI's terms of service, pricing page and its FAQ, privacy policy, and help-centre pages on getting support, billing, the billing FAQ and data retention. Nobody here cancelled a plan or contacted its support. They are graded apart from the five that make the GPA. How we grade refunds and support.

The alternatives

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



Profound, Peec AI, Otterly.AI, Scrunch and AthenaHQ

The 5 tools SEOAI 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.

- SEOAI has a free plan. Profound does not, though it has a free trial.
- SEOAI also covers reports.
- Profound also covers AI agents and web analytics.

SEOAI and Profound compared in full

2.2 GPA

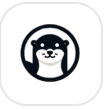
Peec AI

Free trial · from $95/mo

AI search analytics that tracks brand prompts across AI models.

- SEOAI has a free plan. Peec AI does not, though it has a free trial.
- SEOAI also covers content optimization.
- Peec AI also covers web analytics.

SEOAI and Peec AI compared in full



2.4 GPA

Otterly.AI

Free trial · from $25/mo

Daily brand and citation tracking across AI search engines.

- SEOAI has a free plan. Otterly.AI does not, though it has a free trial.
- SEOAI also covers content optimization.
- Otterly.AI also covers site audit.

SEOAI and Otterly.AI compared in full



1.8 GPA

Scrunch

Free trial · from $250/mo

AI search monitoring plus pages served to AI agents.

- SEOAI has a free plan. Scrunch does not, though it has a free trial.
- SEOAI also covers reports.
- Scrunch also covers site audit and web analytics.

SEOAI and Scrunch compared in full



2.2 GPA

AthenaHQ

Free plan · from $245/mo

Credit-based AI search tracking with content optimization agents.

- SEOAI also covers reports.
- AthenaHQ also covers AI agents.

SEOAI and AthenaHQ compared in full

Quick answers

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

17

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 SEOAI free?

SEOAI has a free plan. 1 brand, 2 topics, 10 prompts per topic, weekly tracking and CSV export.

How much does SEOAI cost?

SEOAI lists 4 plans. Free: $0 free; first check on SEOAI's keys, then your own API keys.

What platforms does SEOAI work on?

SEOAI is available on Web.

Does SEOAI offer any discounts?

SEOAI publicly lists the following: Two months free with yearly billing.

Does SEOAI have an Android app?

No Android app was listed when its pages were read on Nov 21, 2026. SEOAI is listed for Web.

Does SEOAI have an iPhone app?

No iPhone app was listed when its pages were read on Nov 21, 2026. SEOAI is listed for Web.

Is SEOAI open source?

SEOAI is not described as open source on its own site, as read on Nov 21, 2026.

What does SEOAI integrate with?

SEOAI's listing names Google Search Console, Bing Webmaster Tools, Claude (MCP), ChatGPT (MCP), DataForSEO and OpenRouter.

Who makes SEOAI?

SEOAI is made by AGENTUR CLICK EOOD.

What are the alternatives to SEOAI?

The closest alternatives to SEOAI in our directory are Profound, Peec AI, Otterly.AI, Scrunch and AthenaHQ.

Does SEOAI give refunds?

The terms give no general money-back period. They say a pro rata refund is made if a paid plan loses an essential feature or the terms change and you cancel, and for consumers who cancel a yearly plan after its first renewal.

How do I cancel SEOAI?

A paid plan is cancelled in the Stripe customer portal, reached from Settings, then Billing.

What happens to my data if I cancel SEOAI?

The plan stays active until the end of the paid period, then the workspace falls back to the Free plan.

How do I contact SEOAI support?

SEOAI's pages list these ways to get help: email, help centre and community or forum.

How does SEOAI compare with other AI search visibility tools?

SEOAI's GPA of 2.4 is higher than 136 of the 169 other AI search visibility tools we grade, and level with 20.

Is SEOAI good value for money?

ToolGPA grades SEOAI B for value for money. Its paid plans start at about $21.23 a month, against a middle price of $59 for the category: 16 of the 138 others that charge start lower.

Could I make my own version of SEOAI?

What SEOAI does at its core is reports, and that is the kind of thing an AI app builder makes well.

Where this guide comes from

The prices, plans, platforms and features were read from SEOAI's own pages on Nov 21, 2026, and the grades were given on Nov 21, 2026. Graded from this listing, whose facts were read from SEOAI's own pages on 21 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 AGENTUR CLICK EOOD. Prices change, so check seoai.de before you buy.

seoai.de/en/pricing/
seoai.de/en/features/
seoai.de/en/legal-notice/
seoai.de/en/
support.seoai.de/changelog/
support.seoai.de/docs/integrations/

About ToolGPA

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

7,723

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.

7,723	95	890	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

SEOAI, kept up to date

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

toolgpa.com/tools/seoai

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:

```
ToolGPA, "SEOAI: The Insider's Guide", checked
Nov 21, 2026. https://toolgpa.com/tools/seoai
```

Know someone choosing between AI search visibility tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

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

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

Every one of the 170 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 SEOAI'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. SEOAI is a trademark of its owner, and this guide is not made, paid for or approved by AGENTUR CLICK EOOD. Prices and plans change: check seoai.de before you buy.