AEO dashboards and tools

Read your brand's AI visibility results, investigate the answers and sources, and turn findings into content improvements.

Start in the right workspace

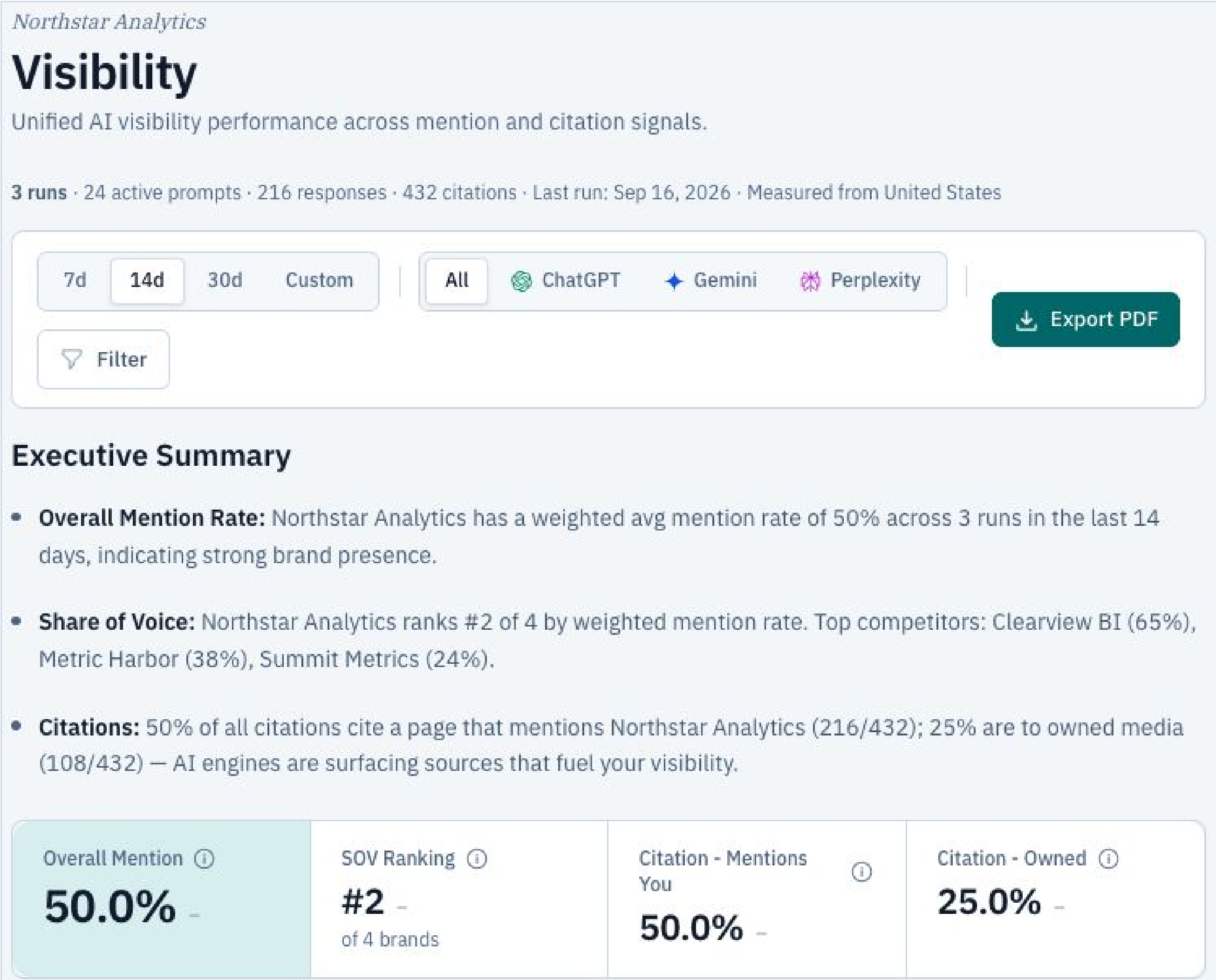
Open **All workspaces → Open workspace**, or choose a workspace by name in the sidebar. On mobile, open the navigation drawer. The Measurement, Content and Tools sections contain the features below.

Page	Feature or task	Start here when you want to...
2	Visibility	Read overall performance and understand the four headline metrics.
3	Compare and export	Set a consistent date, engine and filter scope; export selected results.
4	Prompts	Inspect individual questions, review answers and investigate gaps.
5	Recommendation	Understand how favorably AI recommends the brand when mentioned.
6	Citations	Find the domains and pages behind measured answers.
7	Content Audit	Evaluate a published page or draft before improving it.
8	Signals	Review market activity and sourced content ideas.
9	Actions Hub	Assign, review and track improvement work.
10	Weekly review	Follow a repeatable review and troubleshoot result questions.

Before reviewing performance: use a workspace with a completed measurement. If you need to create a workspace, change its questions or run a measurement, see the companion **Workspace Setup** guide.

Screenshots use the updated SolCrys interface with fictional brands, people and results. Controls depend on your role, plan and workspace type. September 2026.

Read your Visibility results



Start with the measurement context, summary and four headline metrics.

Metric	How to read it
Overall Mention	Average mention rate across runs, weighted by the configured engine mix. A 50% rate does not necessarily mean half of all raw responses.
SOV Ranking	Your brand's position among the compared brands by mention rate. #2 of 4 is a rank, not a percentage.
Citation - Mentions You	The share of recorded citations whose cited page mentions your brand.
Citation - Owned	The share of recorded citations pointing to domains you identified as owned.

> These are measurements of the selected AI responses and citations. They are not website traffic, market share, or a promise that every user will receive the same answer.

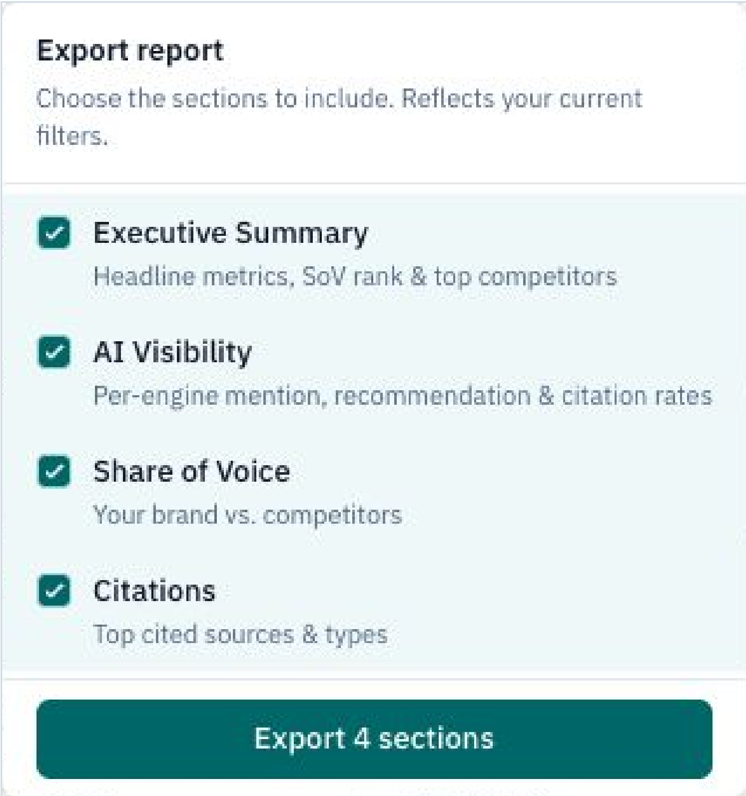
Compare fairly and export a report

Set the scope before drawing conclusions

1. Choose **7d**, **14d** or **30d**. Visibility also offers **Custom** dates.

2. Choose **All** engines or a specific engine. Use **Filter** to focus on the available prompt categories, personas or other attributes.

3. Check the run and response counts. Compare the same market, engine mix and question scope. Use **AI Visibility** for trends and engine differences, and **Share of Voice** for competitor comparisons.



Export report reflects the filters currently applied.

Share the selected view

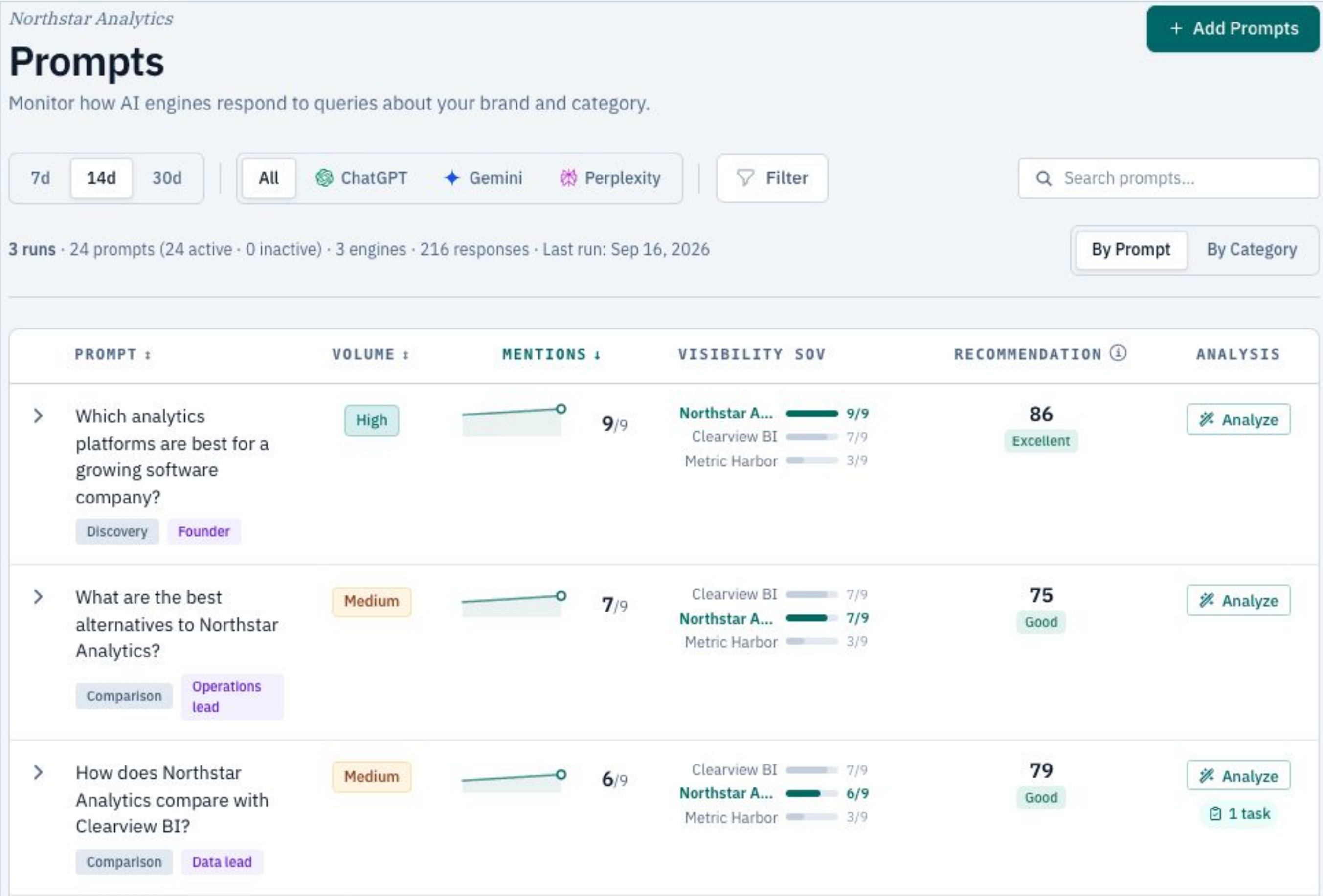
1. On Visibility, select **Export PDF**.

2. In **Export report**, select the sections your audience needs, such as Executive Summary, AI Visibility, Share of Voice or Citations.

3. Select **Export [number] sections**. Open the downloaded report and check its brand, dates and filters before sharing.

> A dash beside a change metric can mean there is not enough prior data. If a data-quality notice says runs were excluded, read that notice before treating the displayed totals as the full run history.

Investigate individual prompts



Prompts connects individual questions to mentions, competitors and deeper analysis.

1. Select **Prompts** in the sidebar. Choose the time range and engine, then search for a question or use **Filter**.

2. Use **By Prompt** to inspect individual questions or **By Category** for a grouped view. Expand a row to inspect the available answer evidence.

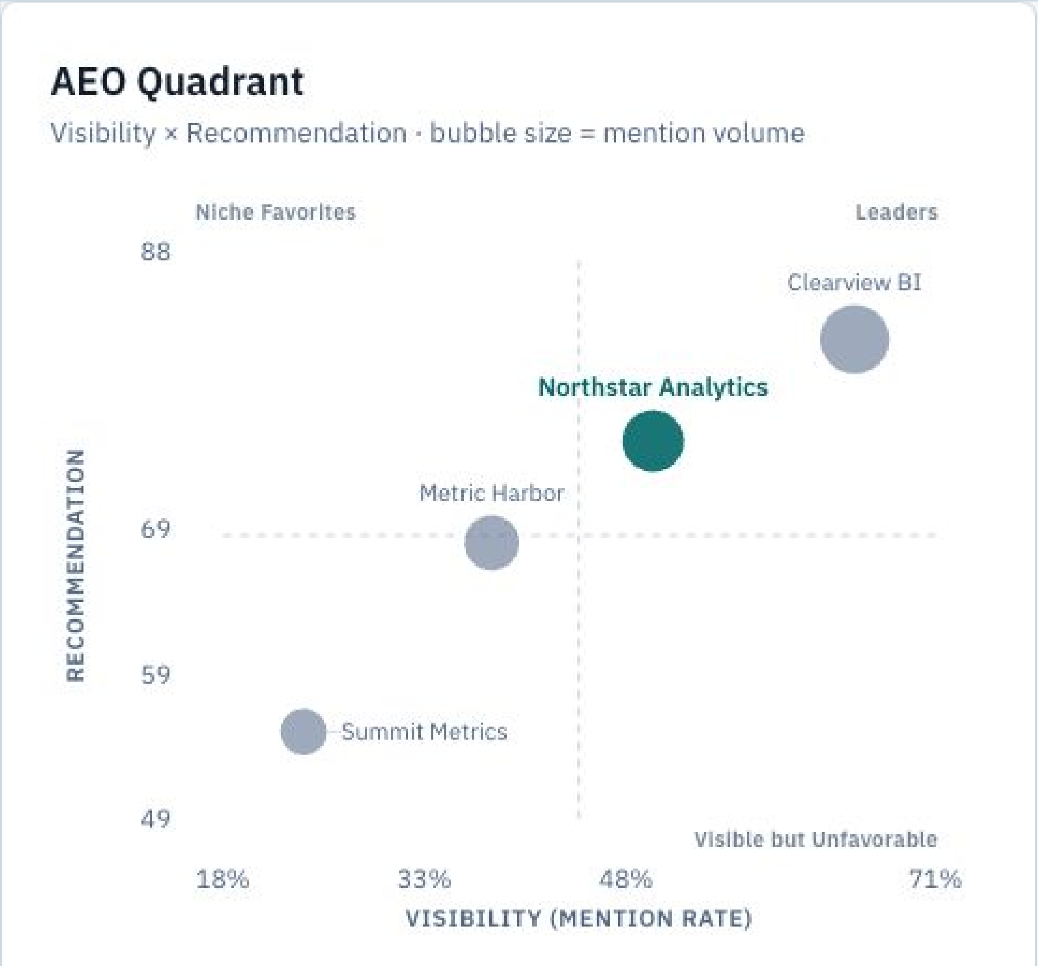
3. Compare mentions and the **Visibility SOV** competitors. A question with few mentions may reveal a gap that the overall workspace average hides.

4. Select **Analyze** in the Analysis column. If a panel opens first, select **Analyze this prompt**. Wait for Queued or Analyzing to finish, then review the evidence and proposed actions.

5. Use **Add to Actions** for work you want the team to track. Review the recommendation before assigning it.

> Analysis versions belong to that prompt's analysis report. They do not change the whole workspace's prompt set. Re-analysis may have a cooldown; inactive or deleted prompts cannot start a new analysis.

Understand Recommendation



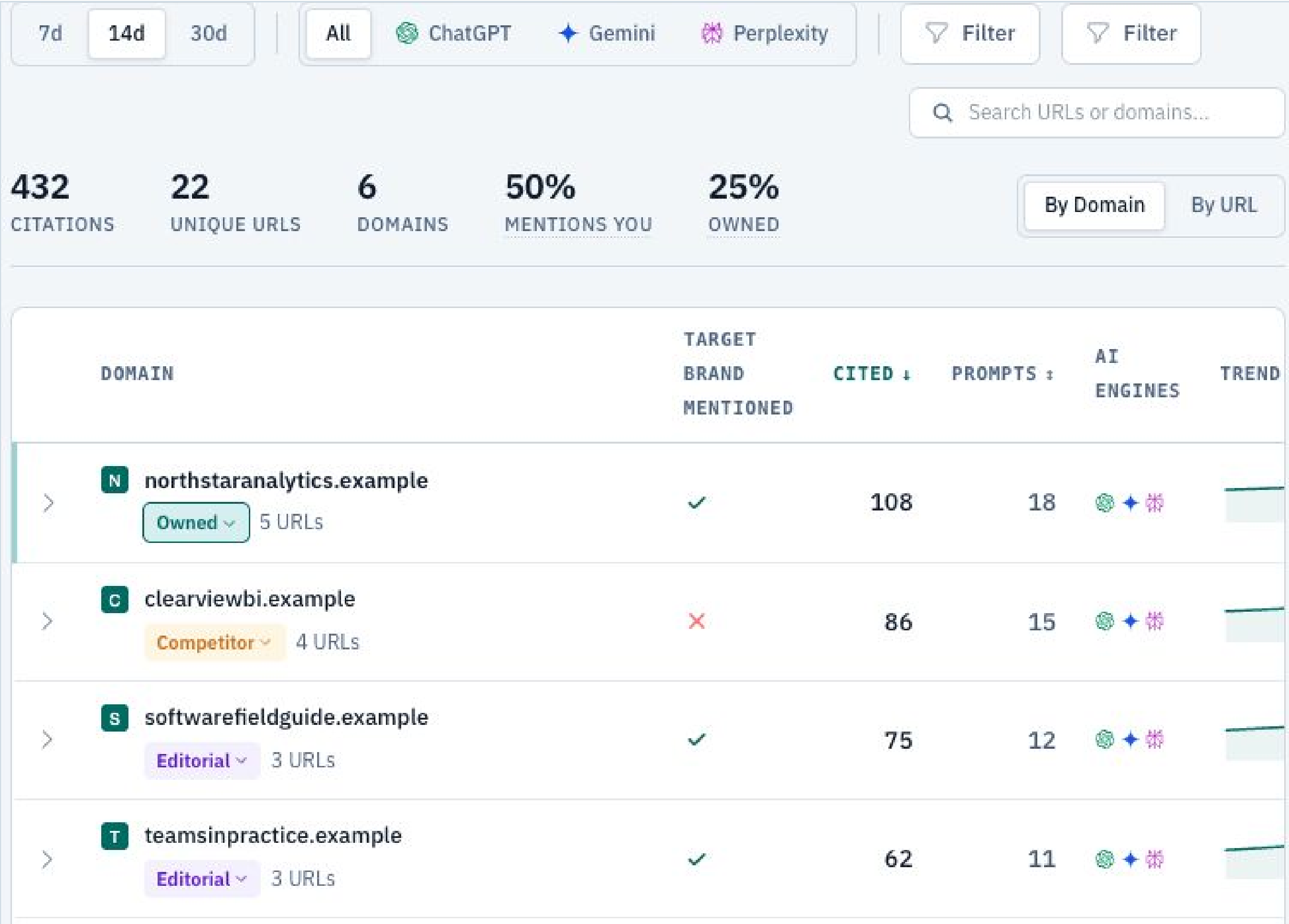
The quadrant separates how often a brand appears from how favorably it is recommended.

Select **Recommendation** to see how favorably AI recommends your brand **when the brand is mentioned**. This page is different from a list of tasks or recommendations for your team.

Pattern	Useful next step
Low visibility, strong recommendation	Investigate questions where the brand is absent. It may be well regarded when it appears but appear too rarely.
High visibility, weak recommendation	Inspect the answers for caveats, comparisons or weak positioning. Prioritize evidence and content that address those concerns.
Compare brands	Read both axes. Bubble size shows mention volume; a larger bubble is not automatically a better recommendation score.

> Use the same filters as your Visibility review. Read the prompt-level evidence before deciding what to change; a single score cannot explain every answer.

Find the sources behind answers



Citations groups the sources used by AI answers and identifies owned and competitor domains.

1. Open **Citations** and choose the date range and engine.

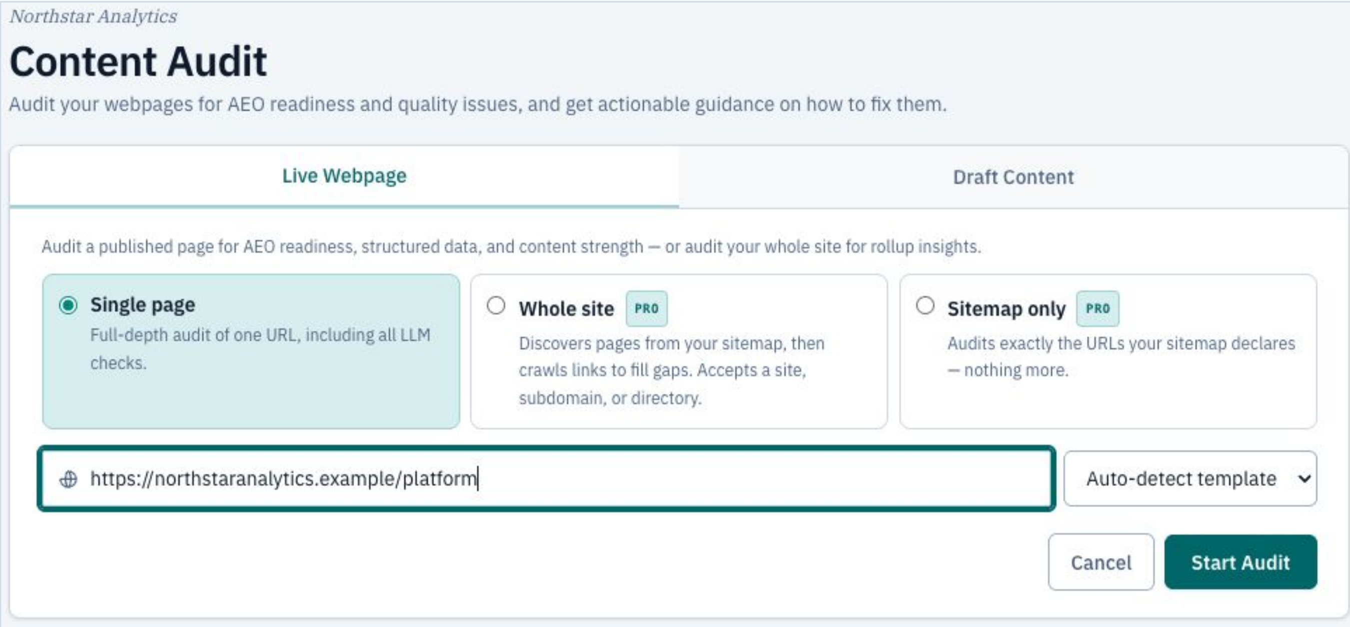
2. Choose **By Domain** to understand source patterns, or **By URL** to inspect a particular page. Search for a domain or URL.

3. Use the available filters for **Owned**, **Competitor**, **Editorial**, **UGC** or **Other**. Use **Mentions You** to focus on sources that mention your brand.

4. Expand a row and review the associated questions and evidence. Identify which sources support your brand and where competitors appear instead.

> A citation is a source referenced in a measured answer. It is not a click or a backlink report. To include citation findings in a PDF, use Visibility → Export PDF and select Citations.

Audit a page before changing it



Audit a published URL, or switch to Draft Content before publication.

1. Select **Content Audit** → **Audit a Page**.

2. Choose **Live Webpage** → **Single page**. Enter the full page URL. Leave the template on **Auto-detect** unless you know the detected page type needs correction.

3. Select **Start Audit**. When complete, open the report and review the findings and suggested fixes.

4. Prioritize changes that answer real customer questions and improve the quality or clarity of the page. Use **Add to Actions** where offered to track follow-up work.

5. Use the audit report's **Export PDF** when you need to share its findings.

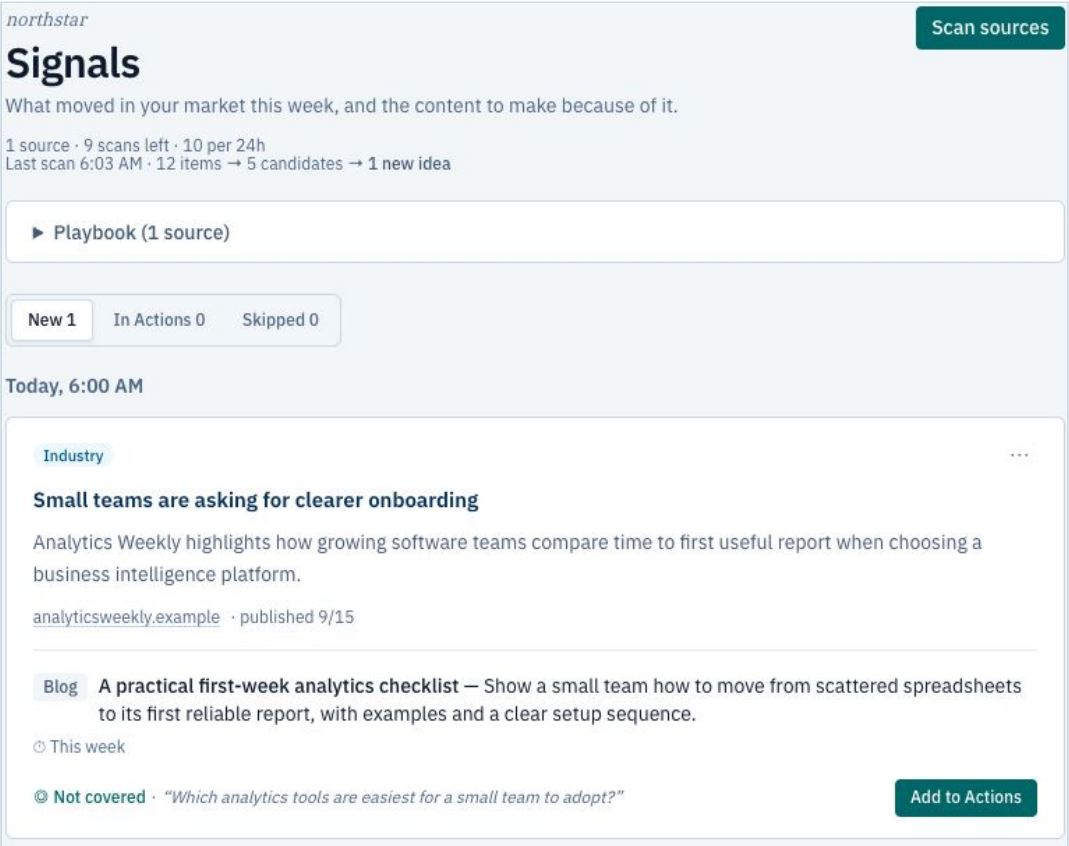
Work with a draft or a larger site

Choose **Draft Content** to upload or paste material before publication. **Whole site** and **Sitemap only** are broader audit options when available on your plan. Start with one important page if you are new to the workflow.

> An audit evaluates content and produces guidance. Starting an audit or adding an action does not automatically edit or publish your website.

Find timely content ideas with Signals

Signals connects current market activity to content ideas and the questions your workspace tracks. It is available when enabled for your organization.



Review the source and the suggested content response before adding an idea to Actions.

1. Open **Signals**. On first use, select **Build playbook** to set up sources to watch.

2. Open **Playbook** to review watched sources. Use **Watch another source** to add one, and adjust **Ideas per scan** if needed.

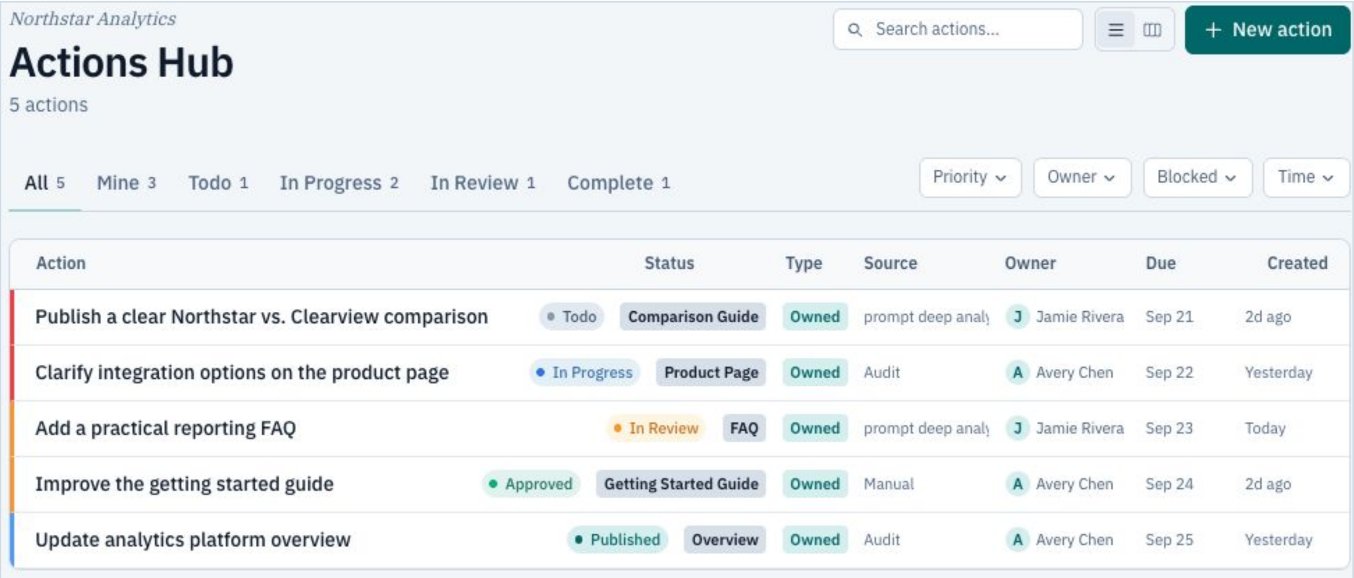
3. Select **Scan sources**. Check the remaining scan allowance. A scan covers the current week, even if an earlier brief is on screen.

4. Read the **New** ideas. Open source links, review the content angle, and check prompt labels such as **Not covered** or **Not yet measured**.

5. Select **Add to Actions** for an idea to pursue. Use **In Actions** to find ideas you have already promoted.

> Editors and admins with workspace permission can configure sources and scan. Viewers can read. If Skip is available, use More actions → Skip; return to Skipped → Reopen later. Adding an idea to Actions records work for your team; it does not publish content.

Turn findings into owned work



Actions Hub keeps each item's status, owner and due date visible.

1. Open **Actions Hub**. Use an item added from a report, or select **New action** to capture a task yourself.

2. Open the action and make the desired outcome clear. Set an owner, priority and due date where those controls are available.

3. Use **List view** for a compact review or **Board view** to see work by stage. Use **Mine** and the filters to focus on your responsibilities.

4. Move the work through the available review and approval controls. For an **In Progress** or **Approved** action, open **Publish**, enter the **Published URL** and choose **Mark as Published** once the content is live.

A weekly review you can repeat

1. Measure: open Visibility with a consistent date range and engine scope.
2. Investigate: inspect weak questions, Recommendation and Citations.
3. Improve: audit the relevant page and choose a small number of specific actions.
4. Follow through: assign owners, publish reviewed changes, then review later completed measurements.

> Adding an action records planned work. It does not publish content or guarantee a score increase. The board may show Approved separately; Complete groups published actions.

Run a useful weekly AEO review

A five-step review

1. Confirm the scope. Check the workspace, market, completed runs, time range and selected engines. Use consistent filters for comparisons.

2. Read the result. Start with Visibility, then use Recommendation to understand how positively the brand is described when it appears.

3. Inspect the evidence. Open Prompts and Citations. Read the answers and source pages behind a weak metric or an apparent improvement.

4. Choose specific work. Use Content Audit for a page you can improve, or Signals for timely content ideas. Add the useful findings to Actions Hub.

5. Follow through. Assign owners and dates, review changes and record publication. Review later completed measurements to see what changed.

When a result needs explanation

What you see	What to check
No results	Confirm a measurement completed. Check market, dates and filters; widen to 30d if appropriate. Use Workspace Setup for measurement steps.
A dash instead of a change	There may be too little data or no prior period. Read the metric tooltip and run context.
A sudden increase or decrease	Check whether prompts, engines, market or date range changed before attributing it to your content work.
Some runs were excluded	Read the data-quality notice before treating displayed totals as the full run history.
Analysis or scan failed	Read the message and use the offered retry path. Check active questions, available sources and allowance where relevant.

> A measured result is evidence to investigate. It is not website traffic, a guaranteed customer answer, or proof that one content change caused the movement. Keep the source evidence with the actions you choose.