

For agencies juggling multiple clients, stakeholders, and workflow complexities, picking the right SEO and AI-powered marketing platform is no trivial matter. The pressure to provide transparent, data-driven insights with unlimited user seats can make or break efficiency and reporting accuracy. In this crowded market, choosing a tool that scales with your agency's size and reporting requirements — without hiding extra cost tiers or limiting user access — is critical.

In this post, we'll compare leading options like **Semrush**, **Otterly.AI**, and **Peec AI**, focusing on important agency needs like:



- **Unlimited user seats & agency access**
- **AI citation tracking vs traditional rank tracking**
- **Competitor benchmarking & share of voice**
- **Engine coverage including ChatGPT, Perplexity, and Google AI Overviews**
- **Citation attribution depth — linked URLs vs merely mentions**

We'll ground the discussion in concrete pricing references to avoid the pitfalls of hidden costs or required base plans. Let's cut the buzzwords and get to what matters for agencies managing lots of stakeholders with analytic transparency and deep data.

Understanding the Pricing Landscape and User Seat Policies

Semrush, as a popular industry standard, is often the first reference point. Their pricing tiers highlight common traps agencies face:

Plan	Price (per month when billed annually)	Key Features
Basic	\$99+	Basic SEO toolkit, single user seat
SEO Plan	\$117.33	Core SEO toolkit, 1 user seat
Pro	\$248.17	AI Visibility Toolkit, expanded features
AI Visibility + SEO	From \$199	Combined AI and SEO tools, still typically limited seats

Note: Most Semrush plans start with a single user seat. Unlimited seats require adding agency access plans or custom enterprise packages on top. This is a very common "hidden cost" scenario. Beware if you want a cheap rate but truly unlimited users.

In contrast, tools like **Peec AI** emphasize unlimited user seats as a core offering — making them attractive for agencies heavily involving multiple stakeholders or cross-departmental teams.

AI Citation Tracking vs Traditional SEO Rank Tracking

Traditional SEO tools have long relied on rank tracking — measuring keyword positions on Google’s search engine results pages (SERPs). However, this method is fundamentally limited because:

- It’s reactive, showing “where you stand” after-the-fact, not why or how search engines perceive your content.
- It ignores AI-powered search engine integrations like ChatGPT, which don’t rely on classical ranking.
- It lacks insights into content citations within AI-generated answers or knowledge panels.

AI citation tracking, on the other hand, digs into how AI engines cite your content sources. This is crucial in the era of generative engine optimization (GEO), where owning your citation footprint can elevate your share of voice in AI-powered answer surfaces.

Peec AI excels here, automating *citation attribution* by harvesting linked URLs inside AI outputs. Unlike tools that merely report mention counts without meaningful citation links, Peec AI provides *deep context* on the validity and authority of each citation.

Meanwhile, **Otterly.AI** fuses traditional SEO data with natural language processing, offering hybrid insights but is less focused on large-scale user seat scalability.

Competitor Benchmarking and Share of Voice Insights

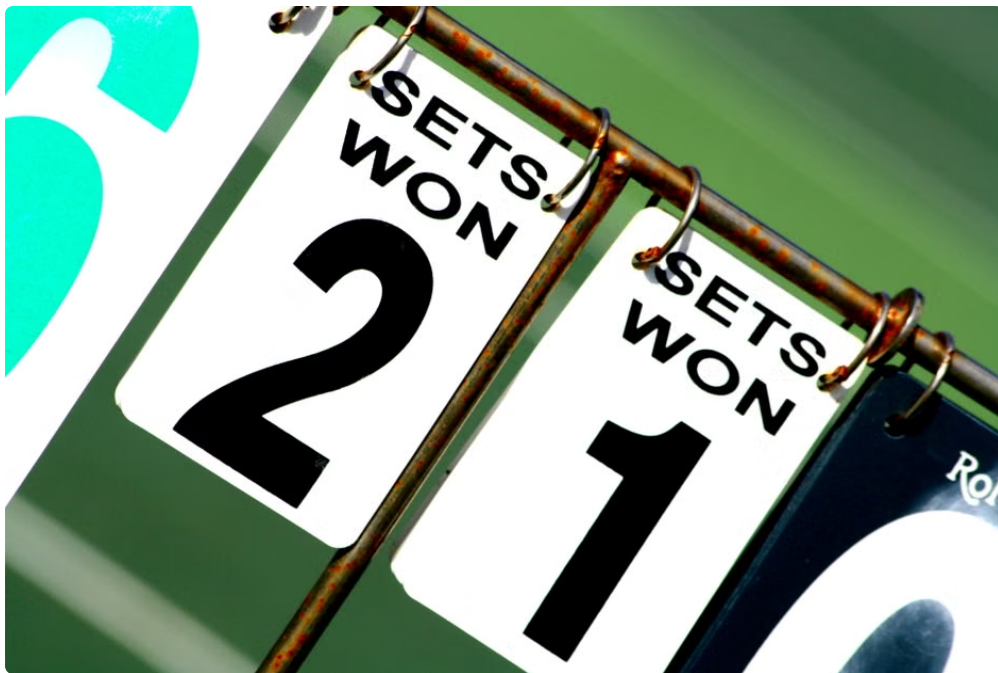
For agencies, benchmarking against named competitors and tracking share of voice across multiple engines and geographic markets are essential to crafting winning strategies.

- **Semrush:** Robust competitor analysis tools with access to a 28+ billion keyword database, 142 geographic databases, and profiling over 808 million domains. You can benchmark up to 9 competitors by default — a solid offering but again limited by per-seat or per-user cost implications on larger teams.
- **Peec AI:** Offers GEO-specific insights that factor in AI-driven visibility — going beyond classic rankings to track brand authority within AI chat engines and knowledge panels.
- **Otterly.AI:** Focuses on narrative context and AI content analysis but doesn’t scale as prominently for large agencies needing extensive competitor benchmarking.

Benchmarking combined with share of voice data is the backbone of strategic agency reporting to clients and stakeholders — ensuring clear snapshots on who owns what in the marketplace across AI and traditional search engines.

Engine Coverage: ChatGPT, Perplexity, and Google AI Overviews

A unique agency challenge is tracking visibility across a complex AI ecosystem, not just Google’s organic results. Tools that cover:



- **ChatGPT** citations and AI response footprints,
- **Perplexity AI** — a growing AI search and answer engine, and
- **Google AI Overviews** — rich multidimensional result panels powered by Google’s AI

can provide a comprehensive view of content performance in the new SEO frontier—Generative Engine Optimization (GEO).

Peec AI leads in this domain thanks to its focus on AI citation depth and multi-engine data aggregation. Semrush has begun integrating AI tools and visibility kits (notably their AI Visibility Toolkit in Pro+ plans at \$248.17/month), but full GEO capabilities span more than just search rankings.

Otterly.AI helps parse AI content narratives and supports marketing teams but remains more limited as a centralized GEO tool for agencies demanding scale and multiple user seats.

Citation Attribution Depth: Linked URLs vs Mentions

One sore spot in the evolution of “AI citation tracking” is lazy tracking that counts any mention of your brand or content as a “citation.” True authority attribution requires **linked URLs** inside iplocation.net AI outputs or search panels. Without these, you’re essentially counting unlinked mentions and risking inflated or meaningless data.

- **Semrush** has traditionally measured rank and mentions but is still developing deeper linked citation tracking in AI contexts.
- **Peec AI** specifically flags linked URL citations inside AI-generated responses and search engine overviews — providing critical validation.
- **Otterly.AI** parses semantic content effectively but is less citation-link focused.

This subtle but vital difference heavily influences how agencies track real content impact across AI-driven search and discovery.

Summary: Which Tool Is Best for Agencies with Lots of Stakeholders?

Criteria Semrush Otterly.AI Peec AI **Unlimited User Seats** Requires add-ons; base plans limited to 1 seat Limited seats; more niche application **Core offering; built for agency scale AI Citation Tracking** Emerging capabilities

in higher tiers Good semantic analysis, less citation depth **Best-in-class linked citation attribution Competitor Benchmarking & Share of Voice** Comprehensive, 28B+ keywords, 9 competitors max Basic to moderate **GEO-focused, AI + traditional metrics integrated Engine Coverage (ChatGPT, Perplexity, Google AI)** Growing; visibility Toolkit from \$248.17/mo Focus on AI content analysis, less engine coverage **Expansive AI engine coverage tailored for agencies**

Final Thoughts

If your agency operates with sizable teams requiring **unlimited user seats** and precise, linked AI citation tracking across next-gen engines like ChatGPT and Google AI Overviews, **Peec AI** currently offers the most agency-friendly package. It's built to facilitate multi-stakeholder collaboration without hiding seats behind costly add-on plans.

Semrush remains a formidable all-rounder with vast databases and growing AI toolkits, but agencies must carefully plan for additional seats and enterprise add-ons—meaning the \$99 or \$199 base price is not standalone for large teams.

Otterly.AI is better suited for smaller teams or projects focused on narrative content analysis but less ideal for scaling agency multi-user environments.

Whatever your choice, remember that price tags without user seat transparency or AI citation depth details don't tell the full story. Ask for demos, clarify seat policies, and prioritize tools with rich, linked citation attribution and wide AI engine coverage to future-proof your agency's growth.