

If you've been exploring AI-powered marketing tools and SEO platforms lately, chances are you've come across Semrush and wondered how it stacks up against competitors like Otterly.ai and AthenaHQ. With the rise of AI visibility toolkits, share of voice competitor benchmarking, and ever-evolving SEO rank tracking, the competitive landscape is as crowded as ever—yet also quite nuanced.

In this post, we'll break down the major points of comparison. We'll explain the key differences between **AI visibility** and traditional SEO rank tracking tools, what "up to nine competitors" really means in Semrush's competitor benchmarking, and how to read pricing, prompt limits, add-ons, and engine coverage across the platforms you might consider.

What Is "AI Visibility" Versus Traditional *SEO Rank Tracking*?

SEO rank tracking and AI visibility serve related—but distinct—purposes in marketing intelligence.

- **SEO rank tracking** tools focus primarily on keyword positions in search engines like Google, Bing, and others, measuring how your pages rank over time against competitors.
- **AI visibility** tools leverage artificial intelligence to provide a broader view of your brand or product's presence and perception across search, social, and even semantic web results. This includes "share of voice" competitor benchmarking, sentiment analysis, and emerging trends identified via AI-driven pattern recognition.

Put simply, while SEO rank seosandwich.com tracking tells you *where* you rank for keywords and how well you are competing in search results, AI visibility adds a qualitative layer—who's talking about you, how, and where, across more diverse digital channels.

Semrush's Claim: "Up to Nine Competitors" in Benchmarking

One detail that often confuses marketers curious about Semrush competitor benchmarking is the phrase "**up to nine competitors**". It sounds straightforward, but what does it actually mean in practice?

Semrush allows you to monitor and compare your online presence against a set of competitor domains, but the "nine" number refers to a limit on the number of competitor domains you can include simultaneously when analyzing share of voice and AI visibility metrics.



- You can benchmark **your own domain plus up to nine competitors** in a single dashboard view, including metrics such as organic traffic share, keyword visibility, and AI visibility scores.
- This allows marketers to develop a meaningful competitor set without the dashboard becoming cluttered or overwhelming.
- It's important to verify this limit as it might change depending on plan tier or add-ons, which leads us to pricing and transparency.

For marketers, the ability to curate a relevant AI visibility competitor set—one that blends direct competitors, potential disruptors, and broader industry leaders—can be a game-changer for strategy and content planning.

Engine Coverage and Add-Ons: Which AI and Search Engines Are Included?

The engines and data sources a tool accesses matter significantly, especially for AI-powered visibility tools.

Platform	Included Search Engines	AI Engines/Models	Add-On Options
Semrush	Google, Bing, and more (primarily Google-centric)	Proprietary AI models, integration with ChatGPT API (limited)	API access, Insights add-on, custom data reporting
Otterly.ai	Google, Amazon, social media platforms (broader focus)	OpenAI GPT-4 integration, Perplexity-based query analysis	Extended query limits, real-time monitoring
AthenaHQ	Google, YouTube, Amazon, and niche engines	Custom AI algorithms plus GPT-3/4 support	In-depth competitor tracking, customizable dashboards

Many AI tools like Otterly.ai and AthenaHQ feature integrations with popular large language models such as ChatGPT and Perplexity, which enhance query understanding, summarization, and natural language responses. Semrush recently incorporated ChatGPT layering inside their AI Visibility Toolkit starting at **\$139/mo**, but the prompt limits and breadth of AI-powered insights are more restricted compared to some niche providers focused solely on AI visibility and competitor analysis.

Pricing Transparency and Prompt Limits: What You Need to Know

Pricing in the AI visibility and SEO tool space varies widely, and transparency is key for decision-makers trying to budget appropriately.

- **Semrush AI Visibility Toolkit** starts openly at **\$139/month**, which is helpful compared to many competitors that follow the dreaded “contact sales” approach.
- However, watch closely for prompt limitations. AI features often have daily or monthly query caps—these are crucial for teams who rely on frequent AI-driven insights.
- **Otterly.ai**
- **AthenaHQ**

Prompt limits—the maximum number of AI requests or queries that can be run daily—impact how the platform fits into your workflow. If your team expects to use AI visibility analytics daily for monitoring competitor campaigns or creating strategic briefs, a low limit can quickly become a bottleneck.

Prompt Tracking and Daily Monitoring: Turning AI Insights into Action

Ultimately, tools that don’t bridge insights with action feel frustratingly incomplete to seasoned marketers.

Here are some key features to look for:

1. **Prompt Tracking:** Does the tool allow you to save, review, and iterate on past AI prompts and queries? This enables knowledge sharing and prevents duplicated effort.
2. **Automated Daily Monitoring:** Tools like Semrush offer options for daily alerts and trend tracking across your competitor set, helping you catch new developments in “share of voice” early.
3. **Workflow Integration:** Can AI findings be exported as recommendations, reports, or integrated with your existing project management tools? For example, Otterly.ai’s integrations sync directly to Slack and Asana.

Of the platforms surveyed, Semrush’s dashboards tend to offer solid trend tracking but sometimes fall short on prompt management transparency and API output flexibility. Otterly.ai and AthenaHQ try to meet that gap at the expense of pricing simplicity.

Summary Table: Semrush vs. Otterly.ai vs. AthenaHQ

Criteria	Semrush	Otterly.ai	AthenaHQ
AI Visibility Competitor Set Up	Up to 9 competitors per dashboard	Flexible competitor sets via query management	Customizable competitor monitoring
Pricing	Published; \$139/mo starting	Published tiers + prompt add-ons	Quote-based pricing
Search & AI Engine Coverage	Google, Bing + proprietary AI/GPT layering	Broader search + GPT-4, Perplexity integration	Niche engines + custom AI + GPT
Prompt Limits	Explicit limits on AI queries (varies by plan)	Tiered limits + purchasable add-ons	Custom limits per contract
Prompt & Daily Monitoring Features	Trend tracking, alerts; limited prompt history	Robust prompt management + integrations	Comprehensive prompt tracking, reporting

Final Thoughts

When you’re vetting tools for *Semrush competitor benchmarking* or building an *AI visibility competitor set*, it’s critical to look beyond just the marketing jargon. That means:

- Clarifying how many competitors you can track in usable dashboards (not just a vague “multiple”)
- Understanding which AI engines are powering the insights and how broad the search engine coverage is
- Reading the fine print on prompt limits and add-ons so you’re not surprised by overage charges or throttled AI queries

- Choosing platforms that help you turn data into action, with prompt tracking, daily monitoring, and workflow integrations

Semrush offers a relatively transparent entry point with its AI Visibility Toolkit at \$139/mo, making it a strong contender for agencies and mid-market SaaS marketers who want an integrated SEO + AI solution. Meanwhile, specialized AI platforms like Otterly.ai and AthenaHQ may better suit teams focused heavily on cutting-edge AI-powered competitor analysis—provided you're okay with somewhat less price transparency.

Lastly, if you're relying on AI models such as ChatGPT or Perplexity, check carefully whether these are built-in or require API keys, and how prompt limits affect your expected usage. There's no one-size-fits-all here, but knowing what to ask during demos and vendor evaluations will save you time and budget down the road.

Happy benchmarking!

