

# SEO & AI Search Visibility Report

ahrefs.com

|                                   |                            |                           |                                 |
|-----------------------------------|----------------------------|---------------------------|---------------------------------|
| 82/100<br>Domain authority        | 46,707<br>Ranking keywords | 11,321<br>Top-10 keywords | 308,744<br>Est. monthly traffic |
| \$1,639,875<br>Traffic value / mo | 78/100<br>Mobile speed     | 2/10<br>AI mentions       |                                 |

## Executive summary

- Ranks for 46,707 Google keywords (11,321 in the top 10), worth about \$1,639,875/month in equivalent ad spend.
- Last month: 15,471 new and 27,271 lost ranking keywords.
- 10 "striking distance" keywords rank in positions 4-20 and could move to page one with on-page work (e.g. "chatib", position 8).
- Top competitor semrush.com gets 3.2x more estimated organic traffic.
- Domain authority 82/100 vs. a competitor average of 76/100.
- Homepage mobile performance 78/100; Core Web Vitals: failed.
- Mentioned in 2 of 10 AI answers (ChatGPT and Google AI Mode); cited as a source in 1.

## Priority recommendations

1. Optimise the pages ranking 4-20 for the 10 quick-win keywords listed below: improve titles, headings and internal links, and expand content to match search intent.
2. Run a content-gap analysis against semrush.com: target the keywords it ranks for that this site doesn't.
3. Speed up the mobile homepage, starting with: Render-blocking requests.
4. Improve AI-search visibility (GEO): publish clear comparison and "best of" content, get listed on the sites AI engines cite most (see the AI section), and keep brand facts consistent across the web.
5. 5 tracked keyword(s) show a Google AI Overview that does not cite this site; add concise, well-structured answers (FAQ, definitions, tables) to the ranking pages.

## Organic search performance

| Google position | Keywords |
|-----------------|----------|
| 1               | 1,900    |
| 2-3             | 2,292    |
| 4-10            | 7,129    |
| 11-20           | 7,752    |
| 21-50           | 16,051   |
| 51-100          | 11,583   |

## Top keywords by traffic (25 of 46,708)

| Keyword           | Pos. | Volume | KD        | Intent        | Traffic |
|-------------------|------|--------|-----------|---------------|---------|
| backlinks checker | 1    | 90,500 | 82 (hard) | informational | 36,358  |
| ai rewriter       | 1    | 49,500 | 28 (easy) | commercial    | 15,933  |

|                         |    |         |                |               |        |
|-------------------------|----|---------|----------------|---------------|--------|
| sentence rewriter       | 1  | 40,500  | 21 (easy)      | transactional | 14,172 |
| rewrite ai              | 1  | 22,200  | 39 (possible)  | informational | 11,865 |
| ai paragraph generator  | 1  | 12,100  | 31 (possible)  | informational | 7,738  |
| ai rewrite              | 1  | 12,100  | 33 (possible)  | informational | 7,117  |
| paragraph generator     | 1  | 9,900   | 36 (possible)  | informational | 6,219  |
| website traffic checker | 1  | 14,800  | 42 (possible)  | informational | 5,865  |
| rewrite my sentence     | 1  | 8,100   | 25 (easy)      | informational | 5,180  |
| make this sound better  | 1  | 14,800  | 25 (easy)      | informational | 4,694  |
| ai rephraser            | 1  | 8,100   | 52 (difficult) | commercial    | 3,646  |
| ahrefs                  | 1  | 49,500  | 27 (easy)      | informational | 3,578  |
| rewriter                | 1  | 9,900   | 43 (possible)  | informational | 3,460  |
| ai sentence generator   | 1  | 5,400   | 23 (easy)      | informational | 3,345  |
| ai paraphraser          | 2  | 22,200  | 52 (difficult) | transactional | 2,629  |
| ahrefs backlink checker | 1  | 12,100  | 74 (hard)      | informational | 2,440  |
| rewrite my paragraph    | 1  | 3,600   | 33 (possible)  | informational | 2,303  |
| ai sentence rewriter    | 1  | 4,400   | 16 (easy)      | informational | 2,268  |
| rewrite sentences       | 1  | 40,500  | 25 (easy)      | informational | 2,257  |
| chatib                  | 8  | 301,000 | 24 (easy)      | informational | 2,256  |
| check backlinks         | 1  | 90,500  | 51 (difficult) | informational | 2,055  |
| tropical tidbits        | 12 | 201,000 | 31 (possible)  | informational | 1,928  |
| search backlinks        | 1  | 90,500  | 75 (hard)      | commercial    | 1,762  |
| write me a paragraph    | 1  | 6,600   | 36 (possible)  | informational | 1,746  |
| seo tools               | 5  | 110,000 | 66 (difficult) | commercial    | 1,637  |

The full list of top keywords is in the JSON dataset.

### Quick wins: keywords in positions 4-20

| Keyword          | Pos. | Volume  | KD             | Ranking URL                               |
|------------------|------|---------|----------------|-------------------------------------------|
| chatib           | 8    | 301,000 | 24 (easy)      | /websites/chatib.us/competitors           |
| tropical tidbits | 12   | 201,000 | 31 (possible)  | /websites/tropicaltidbits.com/competitors |
| paraphrase tool  | 18   | 135,000 | 54 (difficult) | /writing-tools/paraphrasing-tool          |
| seo tools        | 5    | 110,000 | 66 (difficult) | /free-seo-tools                           |
| rewrite          | 8    | 110,000 | 31 (possible)  | /writing-tools/paragraph-rewriter         |

|                       |    |         |                |                                    |
|-----------------------|----|---------|----------------|------------------------------------|
| digitalconnectmag.com | 8  | 110,000 | 9 (very easy)  | /websites/digitalconnectmag.com    |
| lookmovies2.to        | 11 | 110,000 | 0 (very easy)  | /websites/lookmovie2-official.lol  |
| paraphrasing tool     | 13 | 90,500  | 54 (difficult) | /writing-tools/paraphrasing-tool   |
| gramsnap              | 10 | 74,000  | 0 (very easy)  | /websites/gramsnap.com/competitors |
| rephrase              | 4  | 60,500  | 54 (difficult) | /writing-tools/paraphrasing-tool   |

## Competitor benchmark

| Domain        | Authority | Keywords | Est. traffic | Traffic value | Shared keywords |
|---------------|-----------|----------|--------------|---------------|-----------------|
| ahrefs.com    | 82        | 46,707   | 308,744      | \$1,639,875   | –               |
| semrush.com   | 82        | 98,888   | 978,907      | \$3,493,721   | 23,329          |
| backlinko.com | 70        | 30,602   | 19,941       | \$143,138     | 14,336          |
| seranking.com | 64        | 21,094   | 40,435       | \$337,908     | 11,891          |
| hubspot.com   | 88        | 298,693  | 497,381      | \$6,654,008   | 11,856          |
| neilpatel.com | 78        | 44,047   | 24,958       | \$341,540     | 11,658          |

## Live Google results for tracked keywords

| Keyword         | You | Competitors in top 20 | Top 3 results                                 |
|-----------------|-----|-----------------------|-----------------------------------------------|
| ai detector     | –   | –                     | gptzero.me, reddit.com, gptzero.me            |
| ai checker      | –   | –                     | zerogpt.com, gptzero.me, quillbot.com         |
| humanize ai     | –   | –                     | evernote.com, edubrain.ai, diagnoseo.com      |
| ai humanizer    | –   | –                     | gpthuman.ai, edubrain.ai, mask.ai             |
| grammar checker | –   | –                     | quillbot.com, grammarcheck.net, grammarly.com |

## Authority & backlinks

| Domain authority (0-100) | Backlinks | Referring domains | Dofollow share | Spam score | Broken backlinks |
|--------------------------|-----------|-------------------|----------------|------------|------------------|
| 82                       | 7,473,611 | 104,527           | 81%            | 0          | 104,434          |

## Technical: homepage speed

https://ahrefs.com/ · Google PageSpeed Insights (Lighthouse)

| Device  | Performance | SEO | Accessibility | Best practices | LCP   | CLS  | Core Web Vitals (real users) |
|---------|-------------|-----|---------------|----------------|-------|------|------------------------------|
| Mobile  | 78          | 92  | 78            | 96             | 4.5 s | 0.04 | failed                       |
| Desktop | 73          | 92  | 75            | 96             | 1.6 s | 0.00 | passed                       |

## Top speed fixes (mobile)

- Render-blocking requests (~0.8 s)
- Reduce unused CSS (~0.6 s)

## AI search visibility

Brand mentioned in **2 of 10** answers (20%) and cited as a source in **1**, across ChatGPT and Google AI Mode.

| Prompt                                                                                        | Engine         | Mentioned | Cited | Competitors mentioned |
|-----------------------------------------------------------------------------------------------|----------------|-----------|-------|-----------------------|
| What is the best AI detector to identify machine-generated text accurately?                   | ChatGPT        | no        | no    | —                     |
| What is the best AI detector to identify machine-generated text accurately?                   | Google AI Mode | no        | no    | —                     |
| Can you recommend a reliable tool to humanize AI-generated content effectively?               | ChatGPT        | no        | no    | —                     |
| Can you recommend a reliable tool to humanize AI-generated content effectively?               | Google AI Mode | no        | no    | —                     |
| How does an AI checker compare to a traditional grammar checker in improving writing quality? | ChatGPT        | no        | no    | —                     |
| How does an AI checker compare to a traditional grammar checker in improving writing quality? | Google AI Mode | no        | no    | —                     |
| Which paraphrase tool offers the most natural and readable rephrasing for SEO purposes?       | ChatGPT        | no        | no    | —                     |
| Which paraphrase tool offers the most natural and readable rephrasing for SEO purposes?       | Google AI Mode | no        | no    | —                     |
| What are the best SEO tools for checking backlinks and improving website ranking?             | ChatGPT        | yes       | yes   | semrush.com           |
| What are the best SEO tools for checking backlinks and improving website ranking?             | Google AI Mode | yes       | no    | semrush.com           |

**Sources AI engines cite most for these prompts:** scribbr.com (3), reddit.com (3), anangsha.substack.com (2), quillbot.com (2), grammarly.com (2), epoch.ai (1), link.springer.com (1), eyesift.com (1)

## About this report

Keyword, traffic and competitor estimates come from a licensed SEO database of Google results for the selected market; traffic is a modelled estimate, not analytics data. Domain authority is a 0-100 score based on the backlink graph. Speed scores come from Google PageSpeed Insights. AI visibility is a point-in-time check of live ChatGPT and Google AI Mode answers; answers vary between runs.