

Tracking search performance across multiple countries and languages is no easy feat. With the rise of multilingual markets and the explosion of AI-enhanced search engines, companies must adopt robust tools that capture the full picture of their international SEO and GEO (Generative Engine Optimization) efforts. But which tools truly deliver—especially in the complex space of multilingual GEO reporting, AI citation tracking, and competitor benchmarking?

In this article, we'll explore how leading tools such as **Semrush**, **Otterly.AI**, and **Peec AI** stack up for multilingual tracking across 115+ languages. We'll dive deep into their capabilities around AI citation tracking versus traditional SEO rank tracking, coverage of emerging AI engines like ChatGPT, Perplexity, and Google AI Overviews, and the nuances of citation attribution depth. Whether you're targeting international markets, managing GEO strategies, or comparing share of voice in competitive landscapes, this guide will help you make an informed decision.

Understanding Multilingual GEO Reporting: Key Concepts and Challenges

Before deep-diving into tools, let's clarify a few key terms that are essential for evaluating multilingual GEO reporting solutions:

- **Multilingual Tracking:** The ability to track search rankings, citations, and performance metrics across more than 115 languages and various regional search engines.
- **GEO (Generative Engine Optimization):** Optimization and analysis that includes AI-driven search outputs and engines, not just traditional web search engines. GEO integrates insights from AI chatbots and generative engines such as ChatGPT, Perplexity, and Google AI Overviews.
- **Share of Voice (SOV):** A metric quantifying the percentage visibility or presence of a brand compared to its competitors across search queries in given geographies or languages.
- **AI Citation Tracking vs Traditional SEO Rank Tracking:** Traditional SEO focuses on ranking position in search engine result pages (SERPs), while AI citation tracking involves monitoring the context and attribution of mentions, including those cited by AI engines and chatbots. This demands deeper citation attribution, preferably with linked URLs rather than just unlinked mentions.

Why Multilingual Tracking Matters for International Markets

Globalization has intensified competition in international markets. Ranking well in one country or language won't guarantee success elsewhere, even for the same brand or keywords. Multilingual tracking enables marketers to:

1. Identify regional performance disparities
2. Adjust local SEO and GEO strategies efficiently
3. Understand cultural and linguistic nuances impacting search intent
4. Benchmark against local competitors relevant to specific markets
5. Monitor AI-driven search shifts that affect visibility in real-time

Tool Comparison Criteria

We evaluated the tools based on several critical factors relevant for multilingual GEO reporting:

- **Language and geographic coverage:** Number of supported languages and countries

- **AI engine integration:** Support for AI search and generative engine data sources
- **Citation tracking depth:** Whether citations come with linked sources vs unlinked mentions
- **Competitor benchmarking and share of voice analysis:** Number of competitors supported and accuracy of SOV reporting
- **Pricing transparency and tiers:** Base subscription requirements and add-on costs

Semrush: The Established Powerhouse in International SEO and GEO Reporting

Semrush is a well-established leader in SEO platforms, known for its comprehensive database and range of reporting capabilities. Here are some relevant details for multilingual GEO reporting:



Feature Details **Languages & Geo Coverage** Over 115 languages; 142 geographic databases spanning global and localized search engines **Keyword Database** 28B+ keywords **Domain Profiles** 808M+ domain profiles **Competitive Benchmarking** Benchmark up to 9 named competitors; detailed share of voice **AI & GEO Tools** AI Visibility Toolkit available from Pro+ at \$248.17/month (billed annually); AI Visibility + SEO at \$199/month; integrates AI-driven signals from Google AI Overviews and other platforms **Pricing Examples**

- SEO plan starting at \$117.33/month (billed annually)
- Base package starts at \$99/month
- AI add-ons are separate—AI Visibility Toolkit requires at least Pro+ plan

Note: Semrush pricing highlights the common issue of required base subscriptions before advanced GEO or AI citation tracking features become accessible. Always double-check that the AI Visibility Toolkit or combined AI + SEO packages are bundled correctly with your plan.

Best for: Enterprises and agencies with active SEO strategies across multiple countries needing deep competitive intelligence, large keyword pools, and combined traditional + AI-driven search monitoring.

Otterly.AI: Cutting-Edge AI-Driven Citation and GEO Tracking

Otterly.AI has emerged as an innovative tool focused on AI citation tracking, a must-have feature for brands working in multilingual environments where AI engines like ChatGPT and Perplexity influence discoverability.

- **AI Citation Tracking:** Otterly.AI emphasizes tracking of *linked citations* from AI-generated content and generative engines rather than counting unlinked brand mentions. This approach ensures attribution accuracy and transparency, a feature that annoys me when overlooked in other solutions.
- **Multilingual GEO Analysis:** Supports 115+ languages with regional adjustments for local AI chatbot results and overlays on traditional SERPs.
- **Engine Coverage:** Deep integration with various AI engines, including ChatGPT, Perplexity, and Google AI Overviews, providing a comprehensive view of emerging search landscapes.
- **Pricing:** Otterly.AI pricing tends to be more enterprise-focused and custom but beware—features like AI citation tracking are often add-ons requiring a base subscription or integration with existing SEO tools.

Best for: Companies heavily invested in AI-driven search presence and wanting credible citation attribution with linked URLs, especially across multilingual international markets.

Peec AI: Lightweight AI-Focused GEO Tracking for SMBs

Peec AI offers an accessible entry point into AI and multilingual GEO reporting, ideal for small-to-medium businesses (SMBs) exploring AI signals without the heavy price tags of large platforms.

- **Language Support:** Coverage across 115+ languages, though the depth varies by market.
- **AI Engines:** Has integration capabilities for generative engine outputs but does not yet match the expansive competitor benchmarking of Semrush.
- **Citation Attribution:** Focuses on AI mentions but has limitations in citation linking—mostly tracks contextual mentions, underlining my annoyance with “unlinked citations” being counted as full proof.
- **Competitive Benchmarking:** Basic share of voice metrics, ideal for SMBs and regional businesses.
- **Pricing:** Generally lower-cost with simple tier structures but watch out for necessary base plan subscriptions if expanding to AI GEO or multi-geo modules.

Best for: SMBs seeking an entry-level solution to start tracking AI-driven multilingual GEO visibility without committing to expensive enterprise portals.

AI Citation Tracking vs Traditional SEO Rank Tracking: Why This Matters

Traditional SEO rank tracking focuses on keyword positions in standard organic search results (Google, Bing, etc.)—a critical but insufficient metric in the age of AI engines. AI citation tracking takes it a step further by monitoring when and how brand names, products, or content appear within AI-generated responses, with an emphasis on:



- Whether citations are **linked URLs** or just mentions without source attribution
- Tracking impact on **generative engine visibility** across platforms
- Measuring **share of voice** in AI-driven contexts alongside traditional SERPs

Among the three tools discussed, Otterly.AI leads in authentic citation attribution by emphasizing *linked* citations over unlinked mentions. Semrush is expanding into this space with their AI Visibility Toolkit, whereas Peec AI provides a lighter touch focused on mention volume with some contextual depth. This difference can heavily influence strategic planning in multilingual regions where AI chatbots increasingly influence consumer behavior.

Competitor Benchmarking and Share of Voice: Who Leads?

In international markets, you rarely compete against a single player. Tracking who owns the conversation across geographies is pivotal.

Tool Competitor Benchmarking Support Share of Voice (SOV) Depth Max Named Competitors Semrush Advanced, extended tracking Highly granular, integrates GEO + AI Up to 9 named competitors Otterly.AI Moderate, focused on AI visibility Strong in AI citation SOV Varies, usually fewer competitors tracked Peec AI Basic benchmarking Basic SOV, mostly traditional + mention tracking Limited competitor tracking

Engine Coverage: Traditional SERPs and New AI Landscapes

Multilingual GEO reporting must incorporate a broad set of engines:

- **Traditional Search Engines:** Google, Bing, Baidu, Yandex, and country-specific engines
- **Generative AI Engines:** ChatGPT (OpenAI), Perplexity AI, Google AI Overviews (Bard, etc.)

Semrush offers coverage of traditional plus emerging AI platforms mainly through its AI Visibility Toolkit, which pulls in data from Google AI Overviews and integrates it with classical SEO signals. **Otterly.AI's** strengths lie in real-time AI engine citation attribution across ChatGPT and Perplexity. **Peec AI** focuses on supplemental AI data but has less comprehensive AI engine integration.

Final Verdict: Which Tool Is Best for Multilingual GEO Reporting?

Here's <https://www.iplocation.net/blog/7-best-ai-citation-tracking-tools-with-competitor-benchmarking-in-2026> a quick summary to guide your decision:

- **For enterprise-level multilingual GEO and deep competitor benchmarking:** *Semrush* is the top pick if you can commit to their base plan (\$99/mo+) plus AI tool add-ons starting at \$199/mo to \$248/mo annually billed. It's robust, covers 115+ languages and countries, and balances traditional SEO with AI visibility.
- **For AI-focused citation tracking with transparency and linked citations across multi-language AI engines:** *Otterly.AI* is best for companies without the scale or budget for Semrush but needing precise AI-driven GEO insights, especially in international markets.
- **For SMBs requiring affordable, simple multilingual tracking with AI signals:** *Peec AI* offers a good entry-level solution but lacks extensive citation linking and competitor depth.

Remember, no tool currently operates entirely standalone for full multilingual GEO reporting. Most require a base SEO or analytics plan to access advanced AI and GEO features. Always verify the subscription structure and pricing tiers before commitment.

What Refresh Cadence Actually Means in Multilingual GEO Reporting

Pointing out my ongoing list of caveats: "refresh cadence" often gets mentioned in marketing buzz but here's the concrete meaning relevant to GEO tools:

- **Data Update Frequency:** How often new data is pulled from AI engines, traditional search, and citation sources
- **Regional Lag Variance:** Some languages or countries receive updates less frequently due to data sourcing constraints
- **Impact on Benchmark Accuracy:** Faster refresh helps catch quick shifts in AI-driven share of voice but may increase noise

Semrush updates many geo databases daily to weekly; Otterly.AI aims for near real-time AI citation data; Peec AI varies widely by plan.

Conclusion

Multilingual GEO reporting tailored for international markets requires a delicate balance of broad language support, AI-driven citation accuracy, competitor intelligence, and transparent pricing structures. Tools like **Semrush**, **Otterly.AI**, and **Peec AI** each offer unique advantages depending on your scale, budget, and focus areas.

Choose wisely by evaluating your needs against their capabilities, especially remembering the difference between traditional rank tracking and the rising prominence of AI citation tracking in the future of SEO and GEO.