

NAIROBI · MARGINSEYE DIGITAL

A comprehensive checklist for evaluating, selecting, and implementing AI SEO dashboards that track citations across ChatGPT, Perplexity, Gemini, and Google AI Overviews.

14 Tools Evaluated | 6 Categories | 42 Checklist Items

Built by Marginseye Digital — Nairobi's Leading AI SEO Agency

HOW TO USE THIS CHECKLIST

Use this checklist when evaluating AI SEO dashboard tools for your business. Score each item as Met, Partial, or Not Met. A tool scoring 80% or higher across all categories is considered enterprise-ready. For smaller teams, prioritize categories 1, 2, and 6.

CATEGORY 1: AI ENGINE COVERAGE

Weight: 20% | Priority: Critical

Verify that the AI SEO dashboard tracks the AI engines your audience actually uses. Broad coverage without depth is a red flag.

Does the tool monitor citations and mentions in OpenAI's ChatGPT responses?

Can it track how Perplexity cites your brand in its answer engine with source links?

Does it detect when your content appears in Google's AI-generated search summaries?

Are Google's Gemini and Microsoft's Copilot included in monitoring?

Does the tool track Anthropic's Claude citations and references?

Is there support for newer AI models like DeepSeek, Grok, and Meta AI?

Does the dashboard show per-engine citation counts and trends separately?

CATEGORY 2: CITATION QUALITY & GRANULARITY

Weight: 20% | Priority: Critical

The best AI SEO dashboards show exact URLs cited by AI, not just domain-level mentions. Without URL-level granularity, you cannot optimize specific pages.

Does the tool show exact URLs cited by AI, or only domain-level data?

Can you see the surrounding text where your brand was mentioned in the AI response?

Does it classify mentions as positive, neutral, or negative with accuracy?

Can you benchmark your AI visibility against competitors side-by-side?

How far back can you track citation history — 30 days, 6 months, or 16+ months?

Are results from actual AI queries or estimated/simulated responses?

Does it track how often the same URL is cited across multiple queries?

CATEGORY 3: CONTENT OPTIMIZATION FEATURES

Weight: 15% | Priority: High

Beyond tracking, the best AI SEO dashboards help you optimize content specifically for AI citation and extraction.

Does the tool score content for Generative Engine Optimization potential?

Is there a real-time editor with AI-aware suggestions during writing?

Can it auto-generate briefs optimized for AI citation likelihood?

Does it help plan content clusters for topical authority in AI responses?

Does it recommend schema markup and FAQ structures for AI extraction?

Can optimizations be pushed directly to WordPress, Webflow, or other CMS platforms?

Does it identify which content sections AI engines are most likely to extract?

CATEGORY 4: USABILITY & WORKFLOW

Weight: 15% | Priority: High

An AI SEO dashboard should fit into your existing workflow, not create more work. Poor UX kills adoption regardless of feature depth.

Is the interface intuitive for non-technical marketing team members?

Can reports be exported as PDF, CSV, or shared via link with stakeholders?

Are notifications timely, customizable, and actionable (not just noise)?

Does it support multi-user access with role-based permissions?

Is the dashboard fully functional and readable on mobile devices?

How quickly can a new user get from signup to actionable insights — under 1 hour?

Can reports be branded with your agency or company logo and colors?

CATEGORY 5: TECHNICAL & INTEGRATIONS

Weight: 15% | Priority: High

Your AI SEO dashboard must connect to your existing marketing stack. Siloed data is wasted data.

Is there a well-documented REST API for custom integrations and data pulls?

Can it pull and correlate GSC data with AI visibility metrics?

Does it connect GA4 for traffic and conversion attribution from AI sources?

Can all data be exported as CSV, JSON, or PDF for offline analysis?

Does it support Zapier, Make, or native webhooks for workflow automation?

How often is citation data refreshed — real-time, hourly, daily, or weekly?

Does it connect to Slack, Trello, Asana, or project management tools?

CATEGORY 6: PRICING & VALUE

Weight: 15% | Priority: High

The cheapest tool is rarely the best value. Calculate total cost of ownership including setup, training, and opportunity cost.

Are all tiers, features, and limits clearly listed without hidden fees?

Is there a risk-free way to test the full platform before purchasing?

Can you upgrade smoothly as your team size and data needs grow?

Are user and project limits reasonable for the price point?

Does the tool help measure revenue impact from AI visibility improvements?

Are API costs, overages, and add-ons clearly priced upfront?

Can you export all data and cancel without penalties or long-term contracts?

SCORING & EVALUATION

Score	Rating	Description
9.0 - 10.0	Exceptional	Industry-leading. Recommended without reservation.
8.0 - 8.9	Excellent	Strong across all criteria. Top 3 in category.
7.0 - 7.9	Good	Solid with some limitations. Meets core needs.
6.0 - 6.9	Fair	Adequate for basic use. Significant gaps exist.
5.0 - 5.9	Below Average	Major shortcomings. Limited value.
Below 5.0	Not Recommended	Data reliability or UX concerns. Avoid.

WEIGHTED SCORING FORMULA

Calculate your total score using the category weights below. Multiply each category score (out of 10) by its weight, then sum the results.

Category	Weight	Your Score (0-10)	Weighted Score
AI Engine Coverage	20%		
Citation Quality & Granularity	20%		
Content Optimization Features	15%		
Usability & Workflow	15%		
Technical & Integrations	15%		
Pricing & Value	15%		
TOTAL	100%		

Interpretation: A score of 8.0+ means the AI SEO dashboard is excellent for your needs. 7.0-7.9 is good but has gaps. Below 7.0, consider alternative tools or negotiate for missing features.

RED FLAGS TO WATCH

If you encounter any of these during evaluation, proceed with extreme caution or eliminate the tool from consideration.

Vague AI Score Without Explanation

If the tool gives a composite score but cannot explain how it is calculated, the metric is meaningless.

No Manual Prompt Verification

Tools that refuse to show exact prompts used to generate data are likely using simulated or estimated results.

Claims to Optimize for All AI

Each AI engine has different citation behaviors. A one-size-fits-all approach is a marketing claim, not a strategy.

No URL-Level Granularity

If the tool only shows domain-level mentions, you cannot optimize specific pages for AI citations.

Impossible Refresh Rates

Real-time AI citation tracking across all engines is technically infeasible. Claims of instant updates are suspicious.

No Published Methodology

Reputable AI SEO dashboards publish how they collect, process, and score data. Secrecy is a red flag.

No Free Trial or Demo

Any AI SEO dashboard confident in its product will let you test it. Refusal suggests hidden flaws.

Pricing Hidden Behind Sales Calls

Transparent pricing is a basic trust signal. If you must book a call to see costs, expect aggressive upselling.

NOTES & OBSERVATIONS

Use this space to record your findings during evaluation.

[illegible]

NEXT STEPS

After completing this checklist, book a free AI SEO audit with Marginseye Digital. We will review your scores, recommend the best AI SEO dashboard for your business, and build an implementation plan that drives real results.

Book Your Free AI SEO Audit

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