

»Vergleiche die Wirksamkeit verschiedener Ergänzungsmittel für Hufe und Fell bei Freizeitpferden.«

Topic: *Pferdefutter Ergänzungsmittel* · volume 3 · prompt ID `pr_46512c1b-40cd-4b0b-ba0d-df3dc4fd74ad`

No tracked brand is cited by any engine for this prompt. The category is answered generically – first mover wins.

Engine visibility

ChatGPT: 0 % · Gemini: 0 % · AI Overview: 0 %

Citation source mix

■ Competitor 1.0 % · ■ Editorial 2.9 % · ■ UGC 3.9 % · ■ Reference 2.9 % · ■ Institutional 2.9 %
· ■ Corporate 76.7 % · ■ Other 9.7 %

Top cited domains:

masterhorse.de — Corporate retrieved 44 % of chats
youtube.com — UGC retrieved 33 % of chats
emma-care.de — Corporate retrieved 33 % of chats
amazon.de — Corporate retrieved 33 % of chats
dochorse.de — Corporate retrieved 33 % of chats
hartog.eu — Corporate retrieved 33 % of chats

Concrete moves

- **First-mover content page.** Category is answered generically – no brand is named. Publish a definitive answer page under `pferdegold.de/vergleiche-die-wirksamkeit-verschiedener-ergänzu` that directly answers this question with structured, citeable content.
 - **Data-backed claim.** If possible, publish a small study or aggregated data in the category – engines reward citable evidence. This lifts you above generic corporate content.
 - **Editorial outreach.** The Editorial share in the source mix shows which news/blog domains engines trust for this topic area. Pitch a guest piece or interview there before a competitor does.
 - **UGC presence.** If the UGC share is above 5 %, plant the brand into relevant Reddit / forum threads (disclosed) to seed retrieval signal.
 - **Re-measure in 30 days.** Opportunity windows close fast in AI search – competitors will find the same silence. Track if own-visibility moves above 15 % within a month.
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