

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

Topic: *Pferdefutter Ergänzungsmittel* · volume – · prompt ID *pr\_46512c1b-40cd-4b0b-ba0d-df3dc4fd74ad*

*Pferdegold has zero mentions on every tracked engine for this prompt, while at least one tracked competitor is cited. A direct brand-visibility gap with a named winner.*

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## Engine visibility

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

## Who is cited instead

**Marstall** · top visibility 100 % (AI Overview 100 %)

## Citation source mix

■ **Competitor** 2.5 % · ■ **Editorial** 2.5 % · ■ **UGC** 3.7 % · ■ **Reference** 6.2 % · ■ **Institutional** 5.0 %  
· ■ **Corporate** 76.3 % · ■ **Other** 3.7 %

## Top cited domains:

*iwest.de* — **Corporate** retrieved 44 % of chats  
*amazon.de* — **Corporate** retrieved 33 % of chats  
*natural-horse-care.com* — **Corporate** retrieved 33 % of chats  
*stroeh.de* — **Corporate** retrieved 33 % of chats  
*vetapo-austria.at* — **Corporate** retrieved 33 % of chats  
*agrarzone.de* — **UGC** retrieved 22 % of chats

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## Suggested article

**Format:** Head-to-head comparison page · **Length:** 1 600 – 2 600 words

**Headline starting point:** »Pferdegold vs Marstall: Vergleiche die Wirksamkeit verschiedener Ergänzungsmittel für Hufe und Fell bei Freizeitpferden.«

*Deterministic suggestion from silence type + Peec volume bucket. Starting point, not a lock-in.*

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## Concrete moves

- **Head-to-head comparison page.** Build a landing page that positions **Pferdegold** directly against **Marstall** for this exact question. Match their spec fields, exceed them on one differentiator.

- **Retailer placement.** Inspect the Top-domain list above: where the winning engines retrieve product data (Amazon, Masterhorse, Kraemer, Pferdefutter.de), ensure Pferdegold's product assets – images, descriptions, reviews – are present and schema-tagged.
- **Schema.org/Product markup.** Add structured product data with competitor-equivalent spec fields so retrievers have the same signals to match against.
- **Editorial earned mentions.** Scan the Editorial rows in the source mix. These are news/blog domains that already cover the category – pitch a studied-backed angle to get cited there.
- **Re-measure in 14 days.** Drift Radar will pick up any visibility change on the next run. A rising visibility above 15 % within 2 weeks indicates the moves are landing.

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Source: Peec AI MCP · dimensions=[prompt\_id] · domain classification by Peec. Generated by Drift Radar, built for the Peec AI MCP Challenge 2026 · #builtWithPeec